

Strategic Alignment

Strategy = Equals the sum of all projects

- It's a process

Strategy of an organization

- Long-term planning
- Focus

Profitable Growth

- Is the value above firms cost of capital?
- Invest in projects that earn more than your cost of capital.
- Increase your profits from your cost of capital

A company's project portfolio drives its future value.

Strategy is not STATIC or TRANSFERABLE.

- Most of management is delivering strategy
 - Delivery a purpose. Not to be confused with a vision statement.
 - Where are we going?
 - How are we going to get there?

Strategic alignment is a system wide approach

- You must prioritize to achieve goals.
- Engagement is imperative
 - Having engagement leads the strategy to a process.

Steps to a strategy

1. Develop strategy
2. Control operation
3. Manage programs and projects
4. Develop a culture
5. Develop your organizational structure
6. Implements strategy

Misalignment is putting out fires in and organization instead of working together towards a go.

- What is the methodology?
 - How do I get to alignment?
 - Conduct interviews and surveys
 - Just engage
 - Create performance measurements
 - What are strategic initiatives

- Objectives
- Positioning
- Strategy