

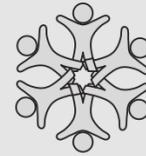
WHAT DOES TRUE ALIGNMENT LOOK LIKE?

Make value generation for all stakeholders a priority



1 DEFINE THE RIGHT STRATEGY

Defining a strategy is no easy task, but worse than that is defining a strategy for the wrong idea. The right idea will help you facilitate defining the right strategy in the most effective and efficient way.



2 ESTABLISH THE RIGHT LEADERSHIP

Without the right leadership in place, there is no point in expecting outperformance. Average leaders manage average-performing businesses.



3 DEVELOP THE RIGHT CAREERS

The single most important thing regarding your organisation is to design it in a way so that there is a constant flow of opportunities for all employees. A sustainable organisation is designed based on all stakeholders' needs.



INVEST IN THE RIGHT IDEA



6 DON'T STOP LISTENING TO YOUR STAKEHOLDERS

Knowing how to listen to all stakeholders requires amazing focus, patience, and attention. However, organisations that know how to do it are 10 times more innovative than their competitors.



5 EMBRACE TRANSPARENT MANAGEMENT PRACTICES

Walking the talk is reserved only for leadership teams who are not afraid of making transparent decisions. The more transparent you make your organization, the more competitive it will become.



4 DEPLOY THE RIGHT REWARDS PROGRAMME

Reward is the fuel of an outperforming organisation. You simply cannot outperform if your rewards programme does not follow your growth ambitions.