

# ALIGNING YOUR STRATEGY WITH PEOPLE PROVIDES MANY BENEFITS

## SPARKCHIEF UNCOVERS THE TRUE REASONS OF ALIGNMENT OR MISALIGNMENT IN YOUR ORGANISATION

By getting a deeper understanding of employees' authentic aspirations and pairing this knowledge with your business strategy you will have a greater chance of success achieving higher performance. You end up executing a business strategy that is supported by majority of your people who truly share your company values and vision while providing unprecedented career opportunities for your employees. You not only allocate your resources more efficiently to increase your productivity levels but also reward your people more competitively while significantly increasing margins. What matters at the end is the maximum value generation for all stakeholders. Your people vs business strategy alignment defines your performance levels.

Time it takes to acknowledge what might block an employee to progress

Not known!



EMPLOYEES

Resources spent to place the right person in the right position

From \$5K up to \$500K



EMPLOYERS

Investments misallocated due to misalignment of business strategy and people

From \$Ks up to \$Ms



SHAREHOLDERS

Public resources spent to develop a competitive workforce

From \$Ms up to \$Bs



GOVERNMENTS