

# We Say What? Connect to Strategy

Strategic alignment is the cornerstone of good governance. Those organizations that are able to successfully connect departmental goals with company strategy will benefit from greater operational efficiency, improved performance, and higher possibility of meeting their set company goals.



## **To the CFO, who is all about numbers, we say what?**

"Budgets and resource allocation are not independent tasks – you need to base your resource allocation on the company's strategic objectives. So, connect with your company's strategy."



## **To the Quality Assurance Director, responsible for standards and compliance, we say what?**

"Quality is about doing things right, but what the right things to do are is described in your strategy. So, connect with your company's strategy."



## **To the Operations/Innovation Manager, who lives and breathes processes and business process reengineering (BPR), we say what?**

"Process optimization is good, but which processes should you optimize? Connect with your company's strategy."



## **When we meet the Project Manager with a big portfolio of projects to manage, we say what?**

"How do your projects help your company to fulfill its strategy? Have you linked up your portfolio to the company's strategy? If not – connect with your company's strategy."



## **We meet the Risk Manager, who uses risk heat maps as wallpapers, and we ask what?**

"Do you assess only what can go wrong in your surroundings, or do you also consider risks that can prevent the company from fulfilling its goals? You need to connect to strategy when defining risk factors."



## **Finally, we come to the HR Manager. Their view is that having competent employees is the most important company goal. We say what?**

"People and competence is not a goal in itself. It needs to be developed according to what the company is trying to accomplish in its strategy. HR needs to be connected to strategy."