

COACHING2TNL PRESENTS

ALIGN270

Revolutionizing Leadership Alignment

ALIGN270 is COACHING2TNL's innovative research-based model designed to **empower leaders** and **transform teams** in a proactive and intentional manner. This strategic, 270-degree clockwise process redefines traditional leadership alignment models, enabling continuous improvement and sustainable success for organizations and their leaders.



Choose Your ALIGN270 Solutions

With ALIGN270, you have the flexibility to select components from each phase or engage in the full process. Tailor the model to your organization's needs and priorities (see page 2).

Why ALIGN270?

Traditional 360-degree models often rely on reactive feedback that addresses issues only after they surface. Through years of experience, COACHING2TNL coaches have discovered that recalibrating needs to happen before teams or individuals peak or plateau.

ALIGN270's proactive recalibration process ensures that:

- Performance Plateaus are Prevented: Realign and optimize before stagnation occurs.
- Momentum is Enhanced: Maintain focus and drive toward strategic goals.
- Barriers are Broken Down: Address biases and perceptions before they hinder success.
- Sustainable Success is Fostered: Build a culture of continuous growth and alignment.

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ALIGN270 Phases

Phase 1: Strategic

- **Goal: Set a foundation of alignment through discovery and strategic planning.**
- Solutions:
 - Strategic Planning: Establish clear, actionable goals that align with your organization's vision.
 - Organizational Audits: Uncover gaps and opportunities for improvement.
 - ADVanced Insights Multi-Dimensional Leadership Assessments: Gain deep understanding of team dynamics, behaviors, and motivations.

>> PHASE 1 provides a comprehensive picture of where you stand and where to focus.

Phase 2: Strength

- **Goal: Build resilience by addressing challenges and proactively aligning systems and roles.**
- Solutions:
 - Leadership Coaching Sessions: Develop leaders who inspire and guide their teams effectively.
 - Workshops and Training: Clarify roles and build adaptive systems that bring out the strengths of the team.
 - Courageous Conversations Training: Foster authentic communication and resolve conflicts effectively.
 - Facilitated 360-Degree Evaluations: Gather comprehensive feedback to drive meaningful leader development.

>> PHASE 2 equips your team with the tools to remain aligned during growth and change.

Phase 3: Sustainable

- Goal: Drive long-term success and maintain momentum.
- Solutions:
 - Team Transformation Retreats: Ignite innovation and strengthen team cohesion.
 - Leadership Development Programs: Equip leaders with tools for ongoing growth.
 - Exit Interviews: Gain valuable insights from departing team members to refine systems and processes.

>> PHASE 3 focuses on sustaining alignment while fostering innovation and resilience.

Phase 4: Recalibration

- Goal: Ensure continuous improvement by realigning strategies and addressing emerging needs.
- Solutions:
 - Recalibration Coaching: Realign strategies before performance plateaus occur.
 - Executive Leadership Searches: Find and secure the right leadership to guide your organization forward.
 - Ongoing Leadership Assessments: Monitor progress and adjust as needed.
 - Restructuring Guidance: Realign leadership, departments, and services as needed.

>> PHASE 4 ensures that your organization stays agile and prepared for future challenges.



RESEARCH

Recent research underscores the critical role of organizational alignment in leadership effectiveness. Leaders who align strategy, culture, processes, and people create organizations better equipped to achieve high performance and sustained success.

1. Strategic Alignment

Leaders are key to translating strategy into action. A study by Wagner and Hollenbeck (2021) highlights that effective leadership ensures alignment between organizational goals and resources, increasing the likelihood of achieving long-term objectives. Moreover, Beer and Eisenstat (2020) stress that clear and consistent communication of the vision is essential for aligning teams with organizational goals.

2. Cultural Alignment

Research by Schein (2021) and Kotter (2022) shows that leaders influence organizational culture by modeling behaviors that align with values and strategic goals. Transformational leadership is particularly effective in fostering cultural alignment, as it inspires employees to integrate personal and organizational values, resulting in a more cohesive workforce (Northouse, 2021).

3. Employee Engagement

Effective leaders who ensure alignment between individual and organizational values drive higher employee engagement. Gallup (2023) found that aligned organizations experience lower turnover and greater productivity. Additionally, Edmondson (2023) found that leaders who involve teams in decision-making enhance alignment, boosting problem-solving and innovation.

4. Leadership Styles

Transformational leadership remains a powerful tool for alignment. Research by Lowe et al. (2023) shows that transformational leaders empower employees to align their goals with the organization's mission. Servant leadership also fosters alignment by prioritizing employee growth and well-being, which builds trust and improves performance (Liden et al., 2023).

5. Alignment and Organizational Performance

Studies by Schilling et al. (2023) and Kaplan and Norton (2024) emphasize that alignment between leadership, strategy, and culture drives better organizational outcomes. Aligned organizations are more productive, make better decisions, and are more adaptable to change.

6. Agility and Adaptability

In today's fast-paced world, leaders must remain agile while maintaining alignment. Tushman and O'Reilly (2023) demonstrate that organizations with agile leadership can quickly adapt to changing conditions, ensuring ongoing alignment and success.

In sum, organizational alignment is crucial for leadership effectiveness. Leaders who align strategy, culture, and employees create more resilient, high-performing organizations. Transformational and servant leadership, clear communication, and an emphasis on cultural reinforcement are essential for maintaining this alignment.

Get Started with ALIGN270 Today!

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