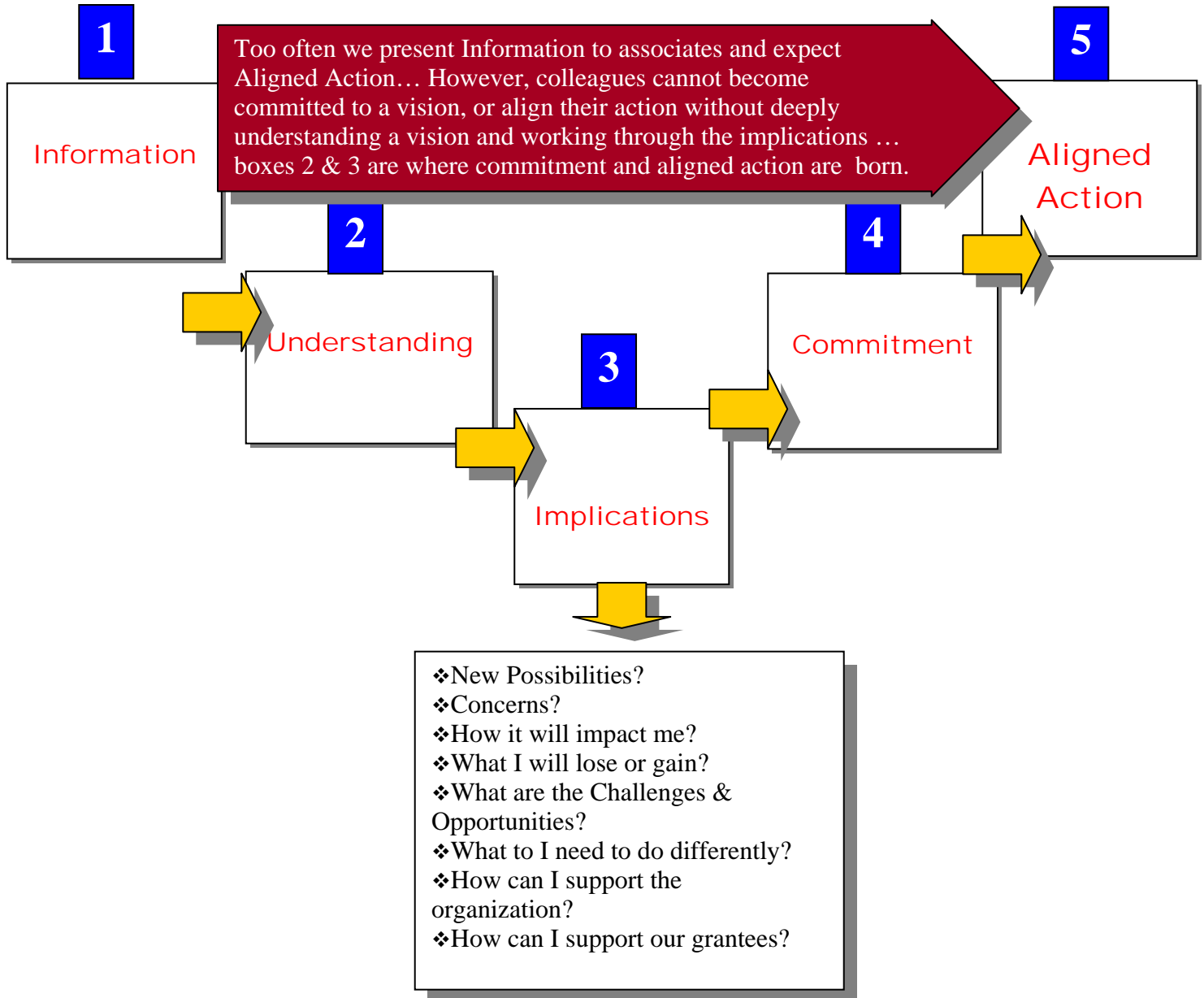


Aligned Action Model



The intent of this model is to remind us that the distribution of information alone, however accurate and detailed, does not guarantee that the audience will end up taking aligned action.

Why aligned action? Because we belong to large complex organizations and that requires us to take into account the impact of our actions on other people, functions and areas in our organizations.

In order to increase the possibility of people taking this kind of aligned action, we must insure that the following dynamics are attended to:

Understanding. (cognitive level) I realize that my "making a point" doesn't mean that people understand my point. Encouraging questions and interactive sessions helps to increase understanding.

Implications. (cognitive and emotional levels) Here I help people discuss the impact of what is being said:

1. at a personal level
2. on their team, area or function and
3. on the company as a whole

Commitment. At this point as a leader I am now ready to engage my audience in a committed conversation. Here what you will tend to hear are requests and promises, some of which might be publicly articulated.