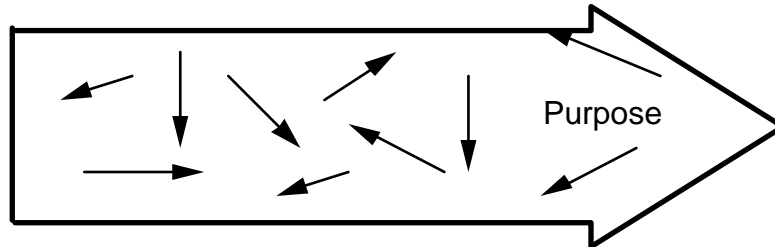
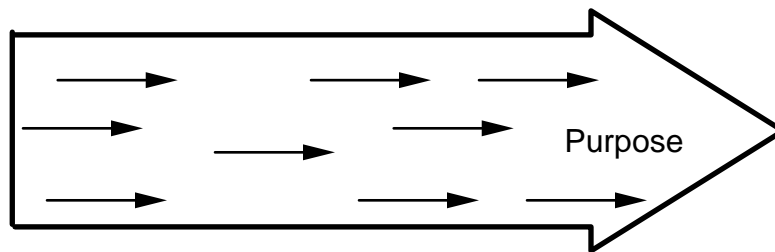


THE ALIGNMENT PROCESS



In this kind of superficial alignment there is agreement around goals but not much more. When misaligned, teams generally don't work very well together- they get stuck in ways of problem-solving and, without meaning to do so, can make it harder for others to get their work done.

The energy of the team is dissipated, much like the light coming off a lightbulb. In this scenario the best this team can function at is 30% of their true capacity.



In this scenario the team's energy is channeled much like the light coming from a laser. In this scenario the team is operating at 90+% of their true capacity. This is the type of alignment that allows Synergy to come into existence. Alignment also doesn't require a high degree of conformity - which can be problematic in this type of organization because it ends up stifling the creativity so necessary for its success.

It should also be clear that alignment is not about creating superficial harmony. On the contrary, participants need to realize that real alignment is usually also about figuring out where to invest people, time and resources at the end of the discussion.