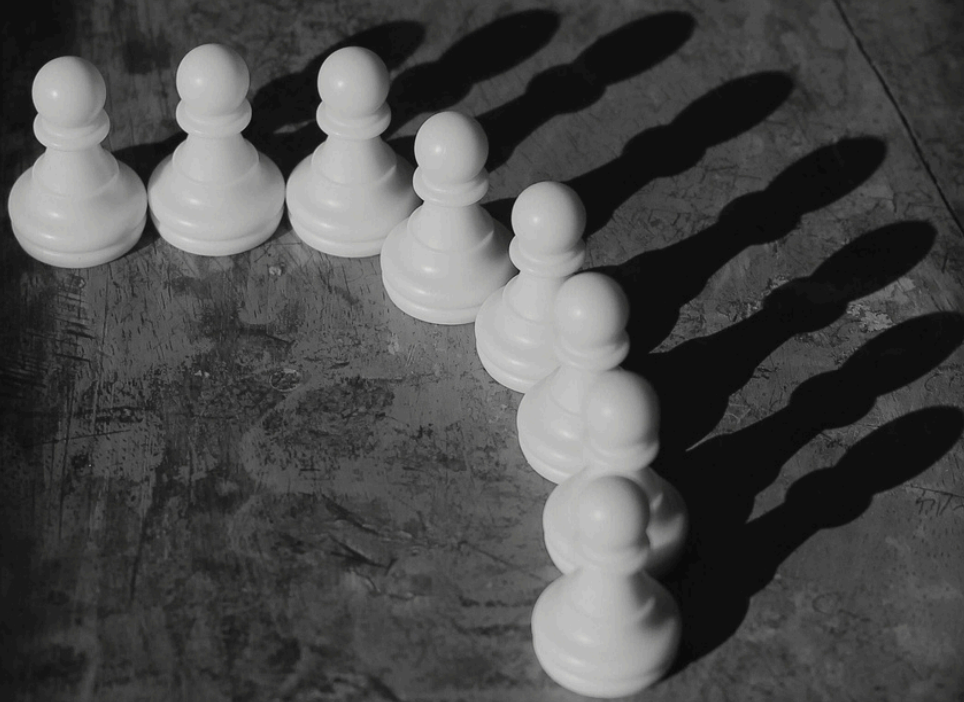


The Strategy Alignment Blueprint

Align Board, Management and Operations
to Drive Strategy-to-Action



A practical, step-by-step framework to fix
misalignment and drive consistent execution
across your business.

Private & Family Business Advisory



Why Strategy Breaks Down in Growing Family Businesses

Many private and family businesses have clear strategy. But delivery is inconsistent. Not due to lack of intent. But because alignment is missing.

The gaps are usually predictable, and fixable.

What does misalignment look like?



Different expectations across shareholders



Board stepping into operations



Management unclear on priorities



Teams not aligned to outcomes

Execution improves when roles are clear.

The Alignment Model

A simple structure used in strategy reset sessions to align decision-making and accountability.



Alignment → Execution → Value

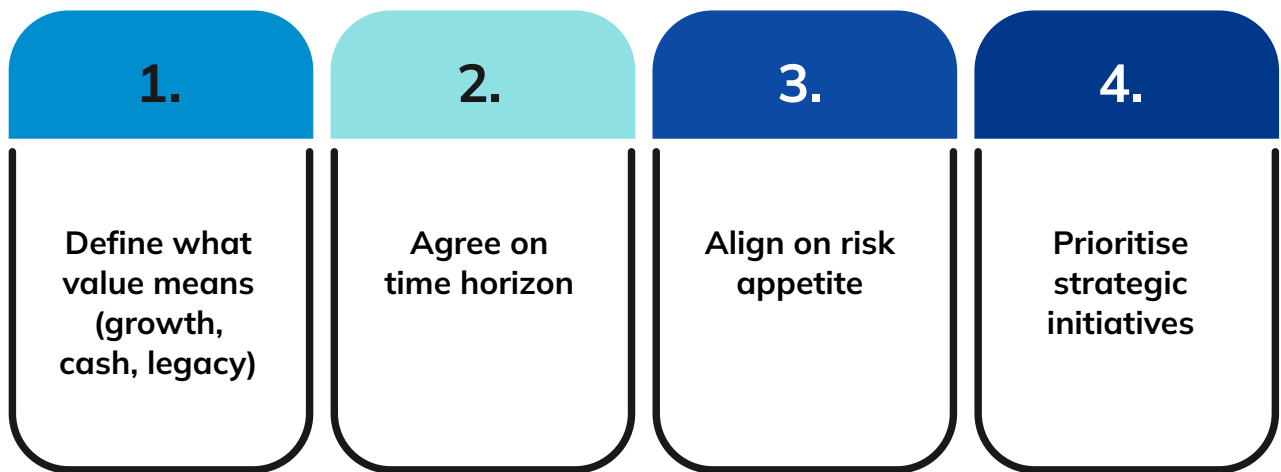
When these layers are aligned, execution becomes simpler and more consistent.

The following pages break this into 5 practical steps you can apply immediately.

Step 1: Align the Shareholder Group

Execution problems often start here, when expectations aren't explicit.

What to do:



Prompt Questions:

What does success look like in 3 years?
Where are our expectations not aligned?

Output:

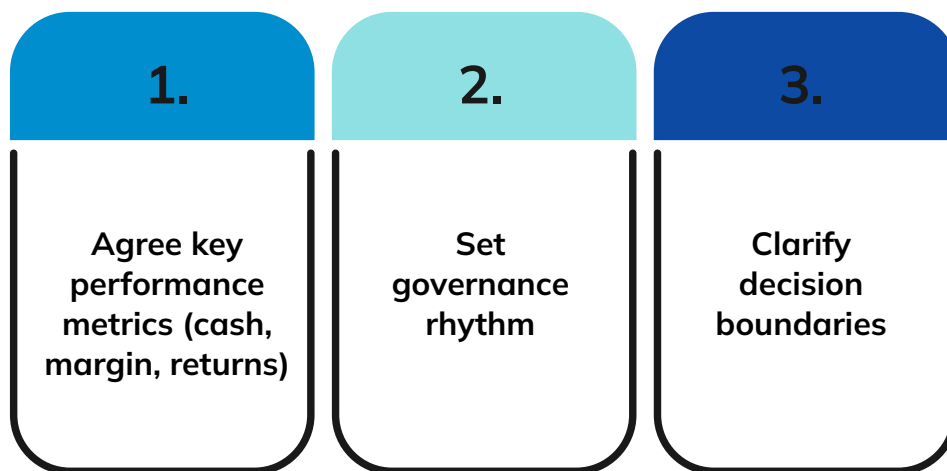
One-page Shareholder
Intent Statement

**This becomes the foundation
for all downstream decisions.**

Step 2: Define the Role of the Board

Misalignment at board level is one of the biggest causes of execution drag.

What to do:



Prompt Questions:

Where should the board challenge vs step back?
Are we focused on the right metrics?

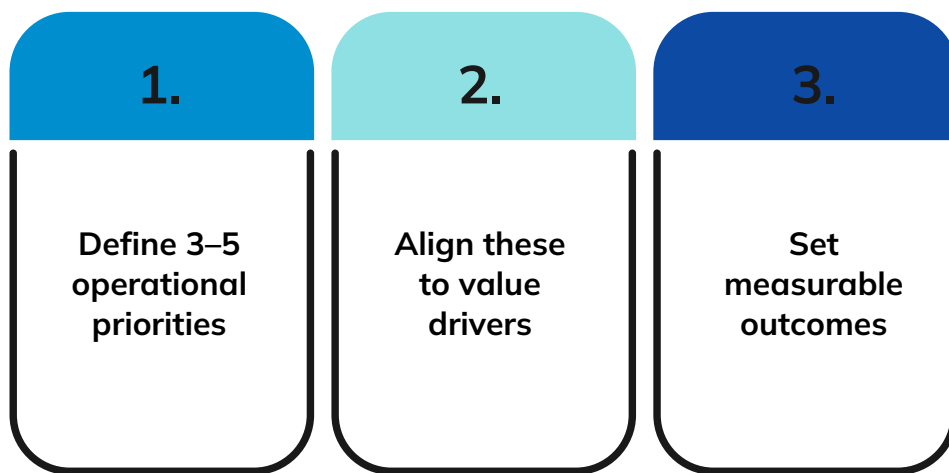
Output:

Clear governance structure and scorecard.

Step 3: Give Management Ownership

Clarity enables speed. Without it, teams default to activity over impact.

What to do:



Prompt Questions:

What are the real trade-offs?
What matters most in the next 12 months?

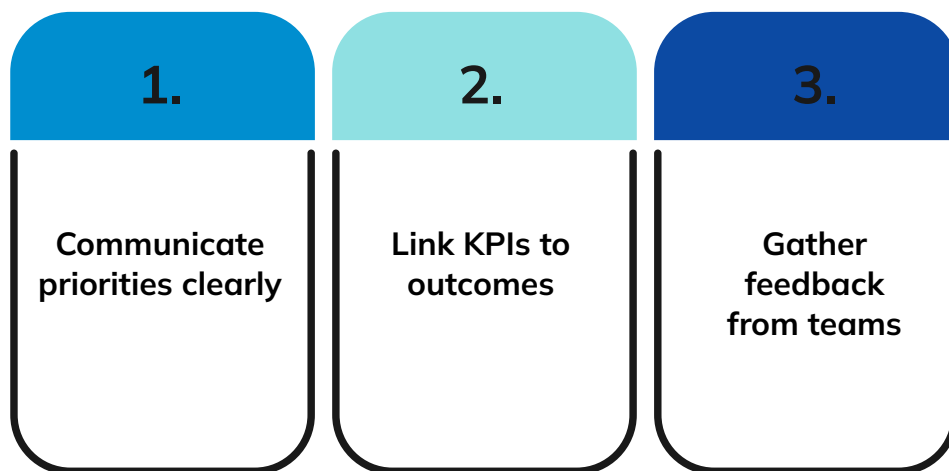
Output:

Clear execution plan owned by the CEO and team.

Step 4: Align the Broader Team

Strategy only works when the whole business understands and acts on it.

What to do:



Prompt Questions:

Do teams understand what matters most?
Where are the biggest blockers?

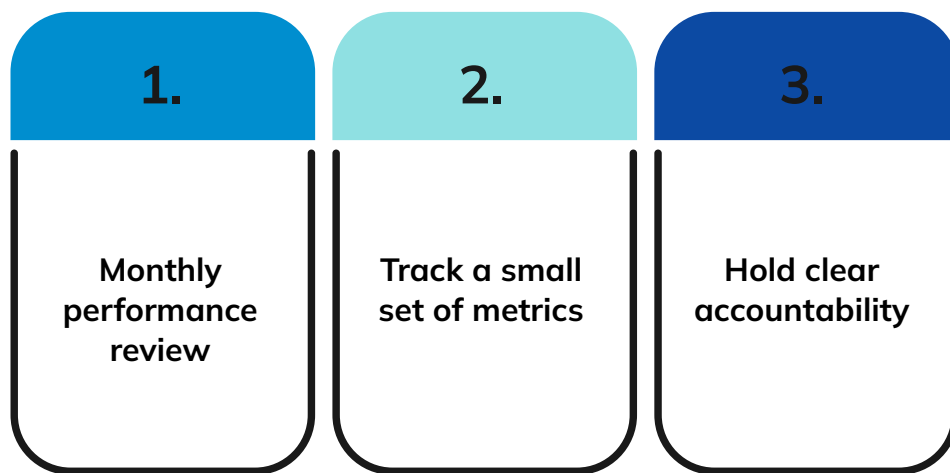
Output:

Aligned teams with clear accountability.

Step 5: Create a Performance Rhythm

Consistency, not intensity, is what drives sustained execution.

What to do:



Metrics To Track:

Cash flow
Working capital
Productivity

Output:

Consistent execution cadence.

Warning Signs of Misalignment

If you recognise any of these then alignment is likely the key issue, not your strategy.

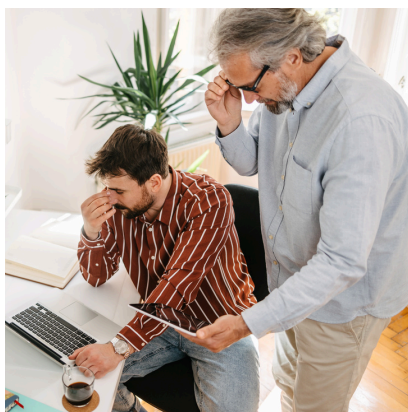
Conflicting priorities at the top



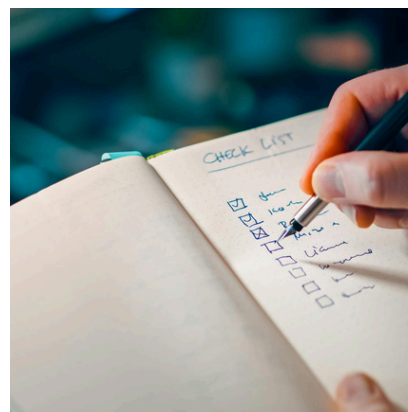
Management busy but not aligned



Board involved in day-to-day decisions



Metrics not linked to value



If these exist, execution will remain inconsistent.

What High-Performing Businesses Do

When alignment is working, it becomes visible quickly.

One clear direction



Clear roles and responsibilities



Few, focused priorities



Strong performance rhythm



Embedded review cadence



Alignment simplifies execution.

Ready to Reset Alignment in Your Business?

If you see gaps in alignment, they can usually be resolved faster than expected with the right structure and facilitation.

We work with private and family businesses to align ownership, board and management, and turn strategy into execution.

Our Strategy Reset Sessions are designed to:



Book a Strategy Reset Session with Active Directions

[Set Up A Meeting](#)



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