



Solution Partner



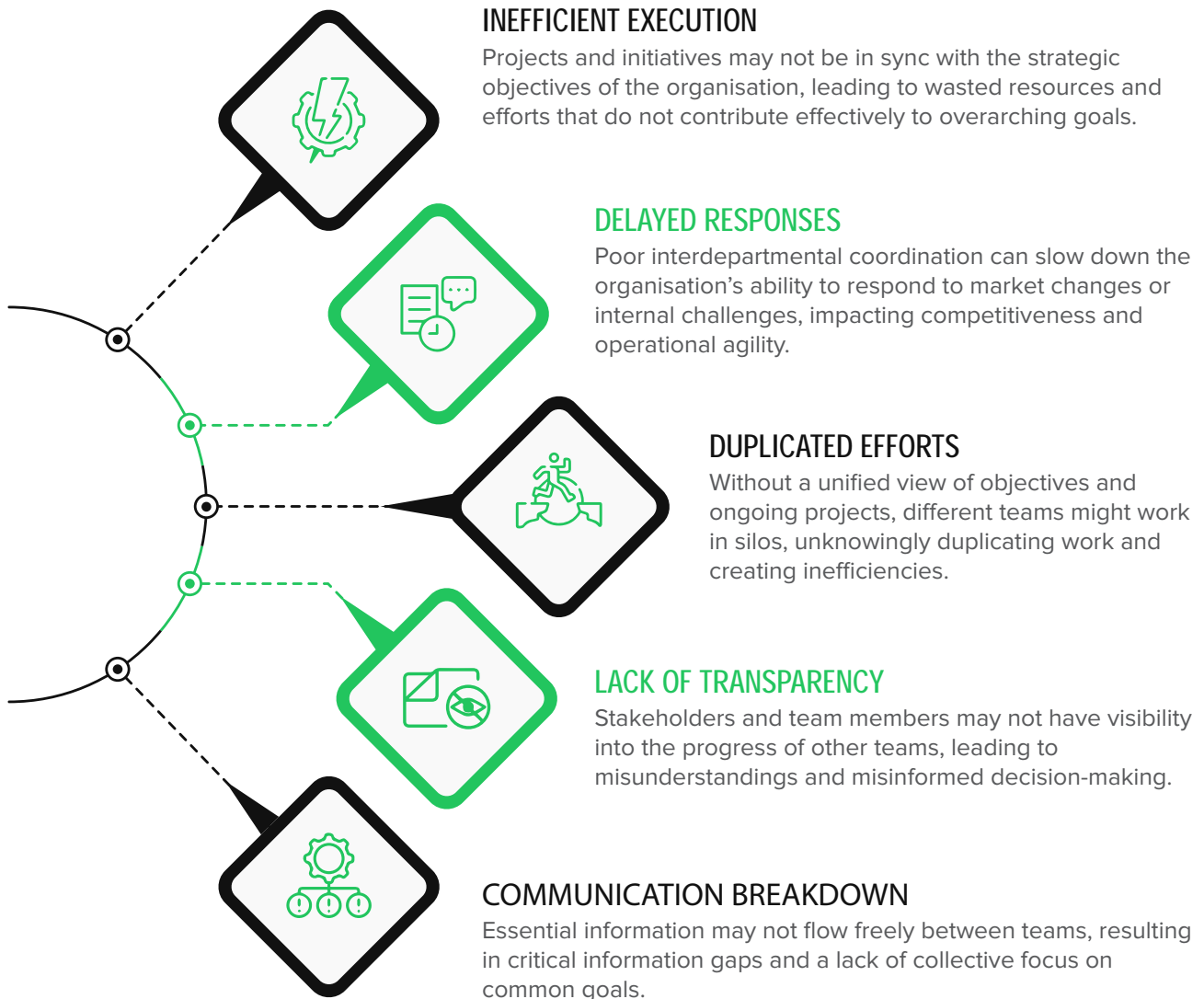
Marketplace Partner



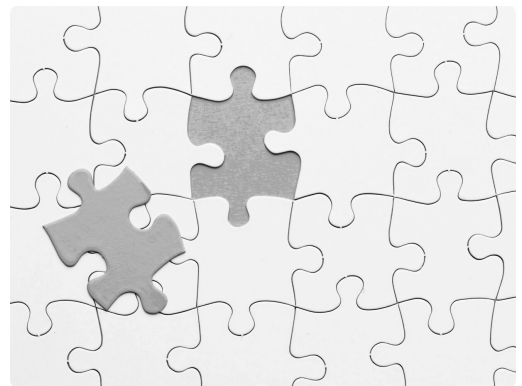
MISALIGNMENT BETWEEN TEAMS
ON OBJECTIVES AND PROGRESS
**STRATEGIC ALIGNMENT
TRANSFORMATION PACKAGE**

PROBLEM DESCRIPTION

Large enterprises frequently encounter significant challenges in maintaining alignment across various teams and departments, particularly as they scale and diversify. This misalignment often results in



These challenges impede not only day-to-day operations but also the strategic progress of the organisation. As enterprises grow, the complexity of managing numerous moving parts increases, and traditional tools and methods may no longer suffice to ensure that all teams are pulling in the same direction.



RELEVANT STATISTICS

95%

70%



Research by Kaplan & Norton indicates that **95% of the employees are unaware of their company's top strategic objectives**, which significantly impacts the successful execution of strategies. **Companies that improve alignment see a 70% success rate in achieving strategic goals.**

3.5X



A study by the Economist Intelligence Unit shows that **companies with effective communication are 3.5 times more likely to outperform their peers.**

2X



Companies with **highly aligned employees are more than twice as likely to be top performers**, as reported by the Harvard Business Review. Their alignment **directly correlates with operational performance and profitability.**

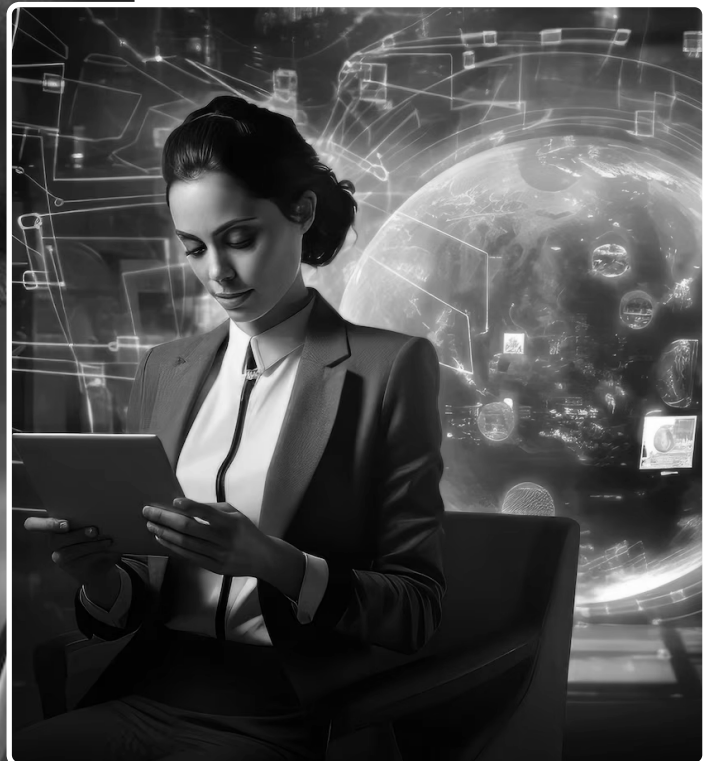


ATLASSIAN SOLUTION: ATLAS

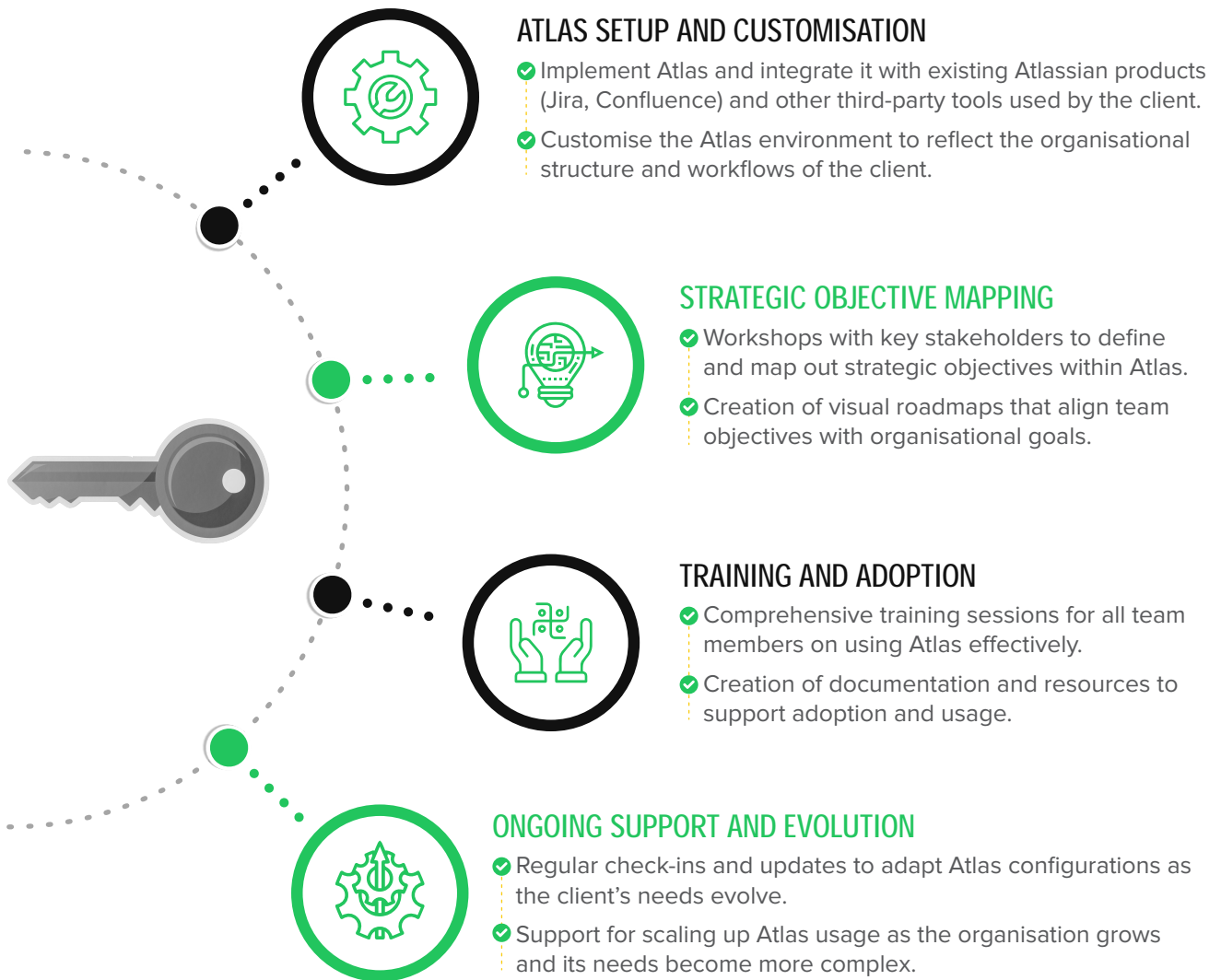


Atlas addresses these issues by enhancing strategic alignment and promoting transparency across an organisation. It provides tools for clear communication of objectives, real-time updates on progress, and integrations that link discussions with actionable items. This ensures that every team member is aware of their roles in the broader context of the company's goals and can adjust their contributions dynamically to the organisation's needs.

The **Strategic Alignment Transformation Package** leverages Atlas to create a cohesive, agile environment where strategic goals are clearly defined and communicated, and organisational efforts are effectively synchronised. This package aims to transform the way teams collaborate and align on objectives, fostering a culture of transparency and efficiency.



KEY COMPONENTS



OUTCOME GOALS

The Strategic Alignment Transformation Package aims to achieve the following outcomes for clients

ENHANCED COLLABORATION

Break down silos and promote open communication across departments.



INCREASED EFFICIENCY

Reduce duplicated efforts and streamline processes by aligning team objectives.



IMPROVED PROJECT OUTCOMES

Align projects more closely with strategic goals to enhance the impact and ROI of each initiative.

FASTER DECISION-MAKING

Provide leaders and teams with the information they need to make quick, informed decisions.





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