





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

INEFFICIENT EXECUTION

Projects and initiatives may not be in sync with the strategic objectives of the organisation, leading to wasted resources and efforts that do not contribute effectively to overarching goals.

DELAYED RESPONSES

Poor interdepartmental coordination can slow down the organisation's ability to respond to market changes or internal challenges, impacting competitiveness and operational agility.

DUPLICATED EFFORTS

Without a unified view of objectives and ongoing projects, different teams might work in silos, unknowingly duplicating work and creating inefficiencies.

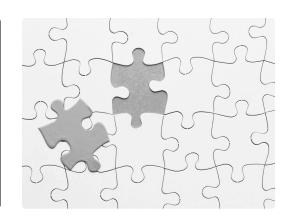
LACK OF TRANSPARENCY

Stakeholders and team members may not have visibility into the progress of other teams, leading to misunderstandings and misinformed decision-making.

COMMUNICATION BREAKDOWN

Essential information may not flow freely between teams, resulting in critical information gaps and a lack of collective focus on common goals.

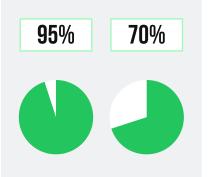
These challenges impede not only day-to-day operations but also the strategic progress of the organisation. As enterprises grow, the complexity of managing numerous moving parts increases, and traditional tools and methods may no longer suffice to ensure that all teams are pulling in the same direction.



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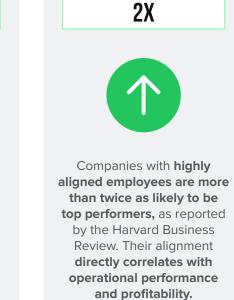
RELEVANT STATISTICS



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.



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



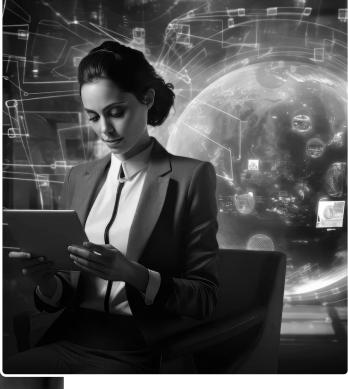


ATLASSIAN SOLUTION: ATLAS



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



 Implement Atlas and integrate it with existing Atlassian products (Jira, Confluence) and other third-party tools used by the client.

Customise the Atlas environment to reflect the organisational structure and workflows of the client.



- Workshops with key stakeholders to define and map out strategic objectives within Atlas.
- Creation of visual roadmaps that align team objectives with organisational goals.



TRAINING AND ADOPTION

- Comprehensive training sessions for all team members on using Atlas effectively.
- Creation of documentation and resources to support adoption and usage.

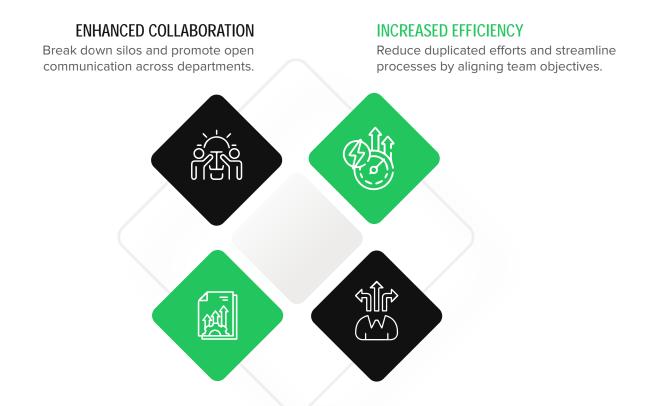
ONGOING SUPPORT AND EVOLUTION

- Regular check-ins and updates to adapt Atlas configurations as the client's needs evolve.
- Support for scaling up Atlas usage as the organisation grows and its needs become more complex.



OUTCOME GOALS

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



IMPROVED PROJECT OUTCOMES

Align projects more closely with strategy to enhance the impact and ROI of each initial

FASTER DECISION-MAKING

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



