

Alumni Reunion Weekend 2026

Strategic Alignment & Enterprise Leadership

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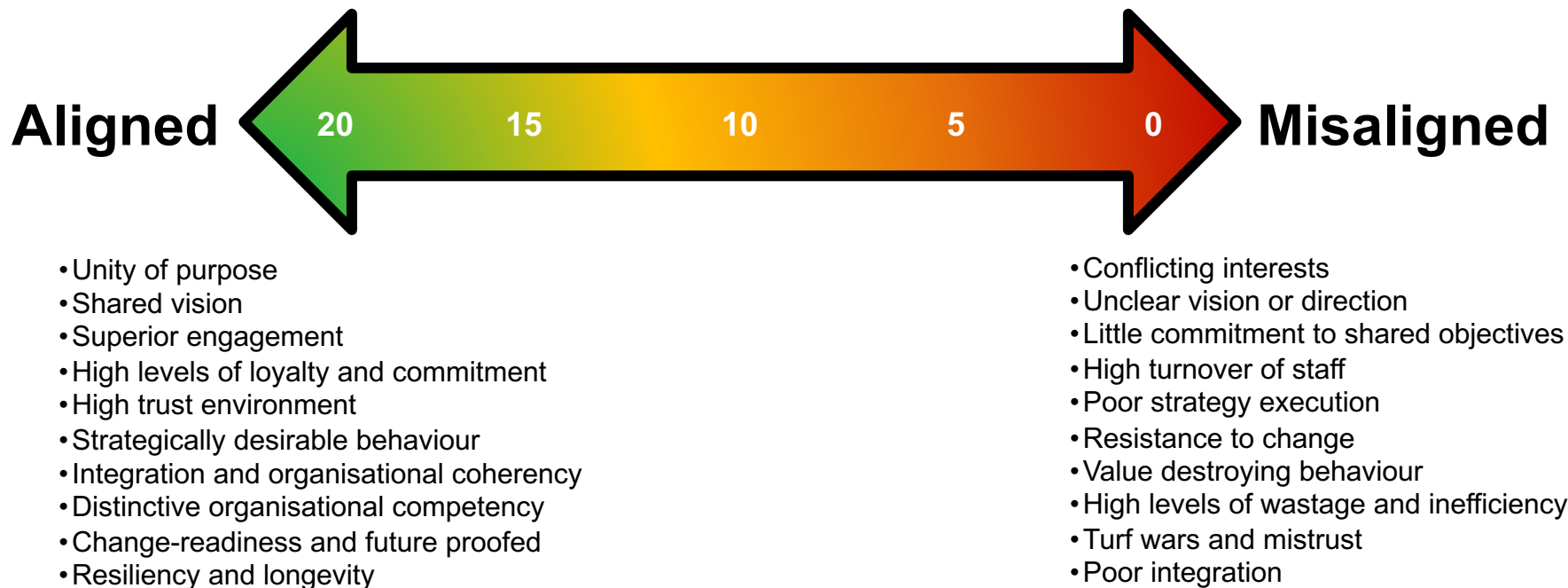
What Is An Organization?

- ***Groups of people acting together to achieve a common purpose***

Or

- ***Groups of people acting together to achieve their various purposes***

Align To Win



What Does Alignment Look Like?

Source: adapted from Trevor, J. (2019). Align: A Leadership Blueprint for Aligning Enterprise Purpose, Strategy and Organisation. Bloomsbury Publishing.

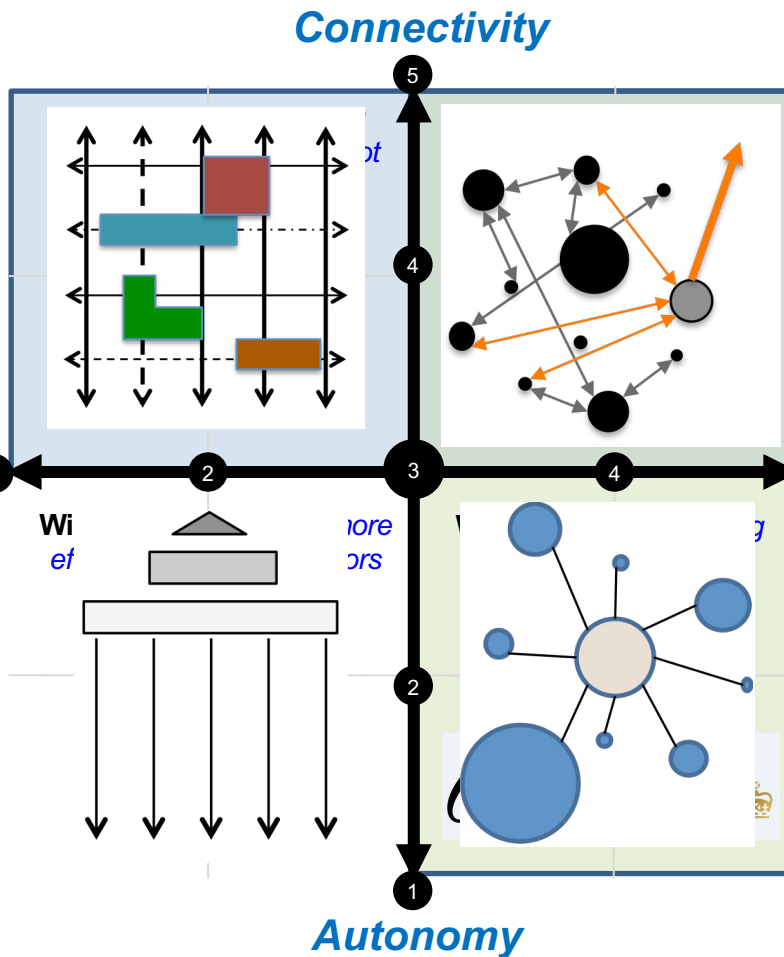
Synergy led strategy

- Maximise corporate synergies
- Superior horizontal connectivity
- Diverse portfolio integration
- Matrix working structure
- Boundary spanning talent
- One-firm culture & identity
- Collaborative leadership

Stability

Product led strategy

- Maximise economies of scale
- Superior efficient execution
- Hierarchical working structures
- Vertical integration, proficiency
- Elaborate processes
- Close cooperation teamwork
- Top down management control



Platform led strategy

- Maximise economies of association
- Superior network leverage
- Diverse & customised offerings
- External network working structure
- Network brokering talent
- Integrating external capability
- Network leadership

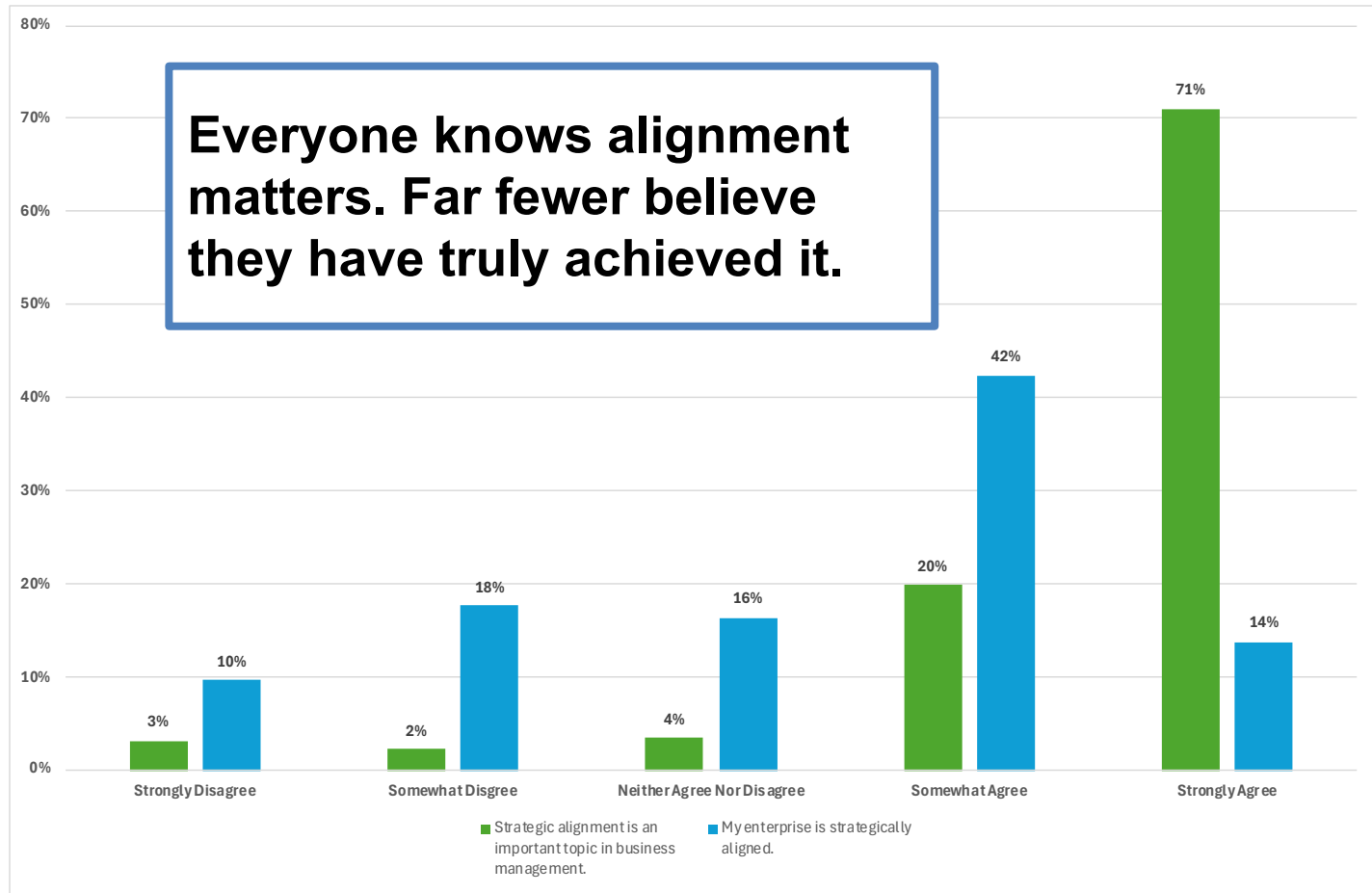
Customer led strategy

- Maximise customer flexibility
- Agile service (re)configuration
- Hub and spoke working structures
- Enterprising talent and exploratory
- Localised and loose culture
- Decentralised, delegated authority
- Bottom up autonomy & initiative

There Is An Awareness And Implementation Gap

91% of respondents *agree* (20%) or *strongly agree* (71%) that strategic alignment is important.

56% of respondents *agree* (42%) or *strongly agree* (14%) that their enterprise is strategically aligned.



Strategic Alignment Is A Way Of Thinking

- 1) **Alignment is an essential feature of every enterprise:** It must be managed strategically, not left to chance.
- 2) **Every enterprise is a system of interdependent choices:** The whole is only as strong as its weakest link.
- 3) **Alignment creates performance; misalignment creates risk:** Performance depends on coherence across the enterprise.
- 4) **Alignment is ultimately a leadership choice:** Leaders must resolve trade-offs, place bets and reinforce the choices that matter.

SCAN ME



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