

Conscious Business Alignment Framework

The Conscious Business Alignment Framework defines the interconnect of business areas and organisational alignment for high organisational performance and stakeholder fulfilment.

	Strategy	Leadership	Employees	Brand	External Stakeholders	Society
Mission	Alignment of strategy to fulfil the mission within aspirations	Your purpose in life and how you fulfil it	Alignment of employees mission with organisational mission	Alignment of marketing the brand with the purpose and brand intention	Relatability of stakeholders to organisational mission	Alignment with evolutionary direction of society
Values and Beliefs	What culture allows (or is needed) to implement strategy	The things important in your life and those you are afraid to lose	Employees values define their culture fit and brand execution	Organisations brand intentions	Stakeholders brand perceptions	Alignment with current and shifting societal norms
Personal	Alignment of personal goals with organisational goals	The way your fears impact behaviour and workplace culture	Motivations drive employee behaviours and actions	The look, feel and personality of your brand	Stakeholders ability to engage with the organisation	Personal and business adaption or resistance to shifting norms
Structural	The authority lines/decision making modes used to implement strategy	Your power to remove system and process barriers & make work functions easy	Competencies and capabilities determine the use of systems and processes	Integration of product development process and brand intention	Stakeholders ability to have product and service issues resolved	Focus on business trends and change within societal context
Society	Focus on people, planet and profit	Conscious to leave a legacy for future generations	Understand how to balance self-interest with common good	Alignment with sustainable practices	Understand how to balance self-interest with common good	Sustainable Peace

