



- **NAME OF THE TOOL**

Business alignment (estimated time 60 minutes, group activity)

- **DESCRIPTION OF THE TOOL**

- This powerful coaching tool is used in companies and corporations on a regular basis. It allows an anonymous dialogue between the company and the employees about mutual values and goals.

- **OBJECTIVES OF THE TOOL**

- The coachees become aware of the degree of alignment they have with the company in which they work, or with the team to which they belong.
- From there they can establish concrete actions to seek this alignment.

- **CONNECTION THE TOOL WITH THE SKILL**

- This tool is directly connected to the strategic coaching process.
- It is also a first step in facilitating the implementation of strategic coaching in companies.

- **RESOURCES AND MATERIALS**

- Pen and paper
- Large room
- Mission, Vision and Values of the Company



● **IMPLEMENTATION OF THE TOOL**

- Ask the whole group to think, reflect and write down what their values and objectives are (on a personal and professional level).
- Ask them to think about the values and objectives of their company (or the last one they were in).
- Record them in a separate column. Time for this: 15 minutes.
- The group is asked to stand up and in the centre of the room.
- They are asked to imagine a straight line in the middle of the room, representing the union of their company's values and objectives, those they have set (each one their own).
- They are now asked to place themselves in that part of the room that represents their position (see note 1) in terms of their objectives and values, and in relation to their company's line (i.e. according to the distance they estimate there is between their objectives and values and those of their company; taking a position in this respect).

Note 1:

Taking a position means making an act of sensing that place as the place of their goals and values and also sensing the distance in that respect from their company. They become aware of what this distance means, what it is due to, what happens, what the consequences of being in this position are both for their company and for themselves....



Participants are allowed to try, if they wish, in different locations, just suggest maintaining a significant level of silence, and moving slowly between positions, so that the action of feeling each position is easier to achieve.

- **WHAT YOU LEARN**

- Are you aligned with the company's goals and values, are your values compatible with the company's mission, and can the company's VISION be an obstacle to achieving your own goals?
- How do you feel knowing this? Why?
- Participants are now asked to think privately and individually about what changes they can make (i.e. on their own behalf and within their sphere of influence) to facilitate a closer approach to their company, without losing their own essence and preserving what is "sacred" for them.
- They can sit down and are asked to anonymously write down on a piece of paper the changes requested from the company (in a real company case, they would be informed that this paper would be given to the management of the company, as an act of good faith for improvement, so they have to be anonymous).