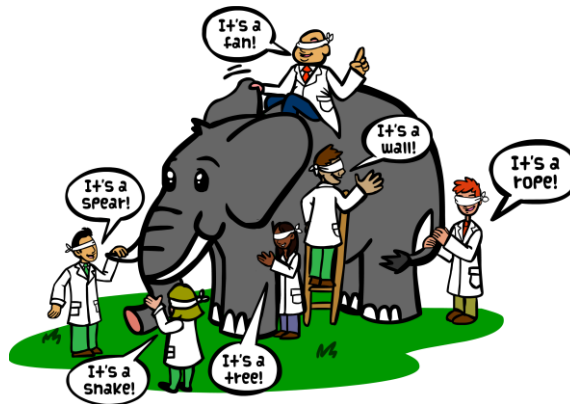


## Is Your Elephant Blind?

Does it seem like your organization is perceived by department stakeholders differently? Any chance different groups (Senior Leadership, Sales Management, Field Sales, Marketing, Product Management, Finance or HR) are pulling and driving in different directions – perhaps not with any ill-intent but from single-minded focus? Our Baseline products allow the view of each stakeholder to be heard and thus results in a clear and cohesive understanding of where you are and where you are going and we accomplish this in days, not months!



Good news always has a way of finding us; it is awareness of troubling issues that eliminate problematic surprises. If you've ever said **"If only I had known"** or **"What in the world were they thinking!"** we can tell you! Our on-line process for determining what's working and what's not is quick and unbiased. And what message is sent when we ask our team their perspective? That they are valued.

Next we test organizational alignment. When we ask executives **"How aligned is your team?"** we receive one of two responses, **"I'm not sure"** or **"Absolutely we are aligned!"** To the latter, the question is **"How do you know"**? And after a period of silence the answer typically is "it's a feeling". We provide objective data so you clearly see how closely your team is aligned.

**Time is of the essence in many organizations and it should not be wasted by the inefficiencies of people working really hard but in different directions.**

Perhaps the single greatest result of going through an arm's length diagnostic with a team is the dialogue that is created. People begin applying Covey's Habit of "first seek to understand and then be understood". The conversations that derive from these results can truly be life-changing and transforming for the organization and people. Suddenly there is a new spirit and a new cohesiveness (which many times head off unwanted turnover). We like the analogy of the blind men and the elephant as it so often applies to the pace of business today. However, we actually find it is NOT the people who are blind – they see the issues VERY clearly! Using the elephant metaphor above, it is in fact the organization that is functioning "blindly"...and so we ask...**Is your elephant blind?!?**