



Creating synergy between capabilities & strategy

ALIGN© is a four-stage process for aligning your Human Resource initiatives with your corporate strategic intent.

STAGE 1

For each customer segment, define the customer experience, ie, describe the way in which customer expectations are formed and met as they transition from being unaware of your product or service to the state where they are advocates for your company.

STAGE 2

Now pose the question: *“What competitive factors determine the rate at which your customers transition from one state to the next?”*

STAGE 3

Identify the development states your people need to move through to service the factors determined in Stage 2. The number of people in each state defines your capability profile- is

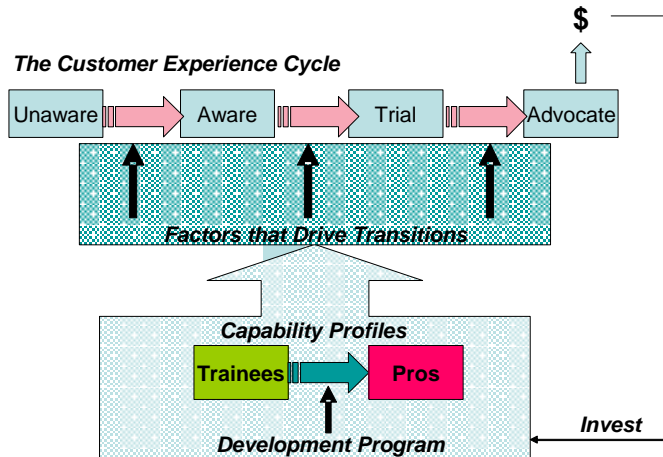
it ideal? What initiatives do you need to put in place to correct this profile?

STAGE 4

Now it is time to bring the previous stages together to form an integrated perspective on your development strategy. In particular, diagramming techniques that emphasise the stock-flow nature of the resources you are managing provide a systemic view of your HR strategy.

This framework can be used to:

- Develop causal path analyses, linking initiatives to financial outcomes,
- Develop integrated performance measurement systems, and
- Design computer simulation models.



Note: *ALIGN©* assumes that corporate and business strategies are in place and that key customer segments and associated goals have been set. If this is not the case, refer to the product *SEARCH©*.



Maximising 'Intangible Investments'

POSSIBLE EXTENSIONS

ALIGN© can be used in conjunction with a number of other innovative AMERIN products including:

- **SEARCH©**: An open systems approach to strategic review and development, and for establishing organizational enablers for successful strategy implementation
- **FAME©**: An innovative approach to developing the economic case for investments in intangible drivers of business performance including HR capabilities. Includes a computer simulation modeling option.
- **RAPID CYCLE PLANNING©**: A team-based action learning framework and process for implementing strategy while simultaneously developing transformational leadership skills
- **KNOWLEDGE MANAGER©**: A knowledge mapping and audit process that profiles your company's strategic knowledge base and audits whole of business knowledge management capabilities.

More information email: melboffice@amerin.com.au