



The ALIGN Framework™ — A Practical Guide to Strategic Alignment

In today's fast-paced world, alignment doesn't happen by accident. It takes intentional effort to ensure your team understands the mission, is clear on priorities, and feels empowered to make meaningful contributions.

At Beco Lichtman Consulting, we use the **ALIGN Framework™** to guide leadership teams through this process. Designed to help organizations focus on what matters most, the framework turns big goals into actionable steps and drives lasting impact by ensuring every team member is aligned and committed to execution.

The ALIGN Framework™ Steps

A: Assess the Current Situation

Before you can move forward, you need to understand where you are today. By identifying your strengths, weaknesses, opportunities, and threats, you set a foundation for making smarter strategic decisions.

→ *Once you've assessed where you stand, it's time to focus on what matters most.*

L: Lock In Priorities

After assessing your current situation, it's essential to clarify your top priorities. This step ensures that your team is aligned on where to focus efforts and what will drive the most impact.

→ *With clear priorities in place, you can brainstorm practical solutions to achieve your goals.*

I: Identify Solutions

With priorities locked in, it's time to identify actionable solutions. This is where collaboration happens — bringing your team together to explore creative and practical ways to move forward.

→ *But ideas alone won't lead to action. You need buy-in to move forward effectively.*

G: Generate Commitment

Identifying solutions is only half the battle. You need to ensure that key stakeholders are committed to making them happen. This step is about securing buy-in and building momentum to drive execution.

→ *With commitment in place, it's time to turn ideas into action.*

N: Nail Execution

This is where everything comes together. You've assessed your situation, locked in priorities, identified solutions, and generated commitment. Now it's time to execute with accountability and regular progress reviews to ensure success.

→ *We'll be with you every step of the way to ensure your strategy sticks.*

Align Your Team in 30 Minutes: A Quick Strategic Planning Exercise

Why ALIGN?

Achieving organizational alignment doesn't have to be overwhelming. The ALIGN Framework™ helps teams clarify their vision, prioritize goals, and drive long-term success. This worksheet gives you a quick exercise to spark alignment and set your team on the right path.

Step 1: Reflect on Your Purpose

Take a moment to consider why your organization exists and the impact you seek to create. Use these prompts to guide your thinking:

- **What is the long-term change or impact you want to create in your community, market, or industry?**
Example: "We aim to revolutionize access to clean energy for underserved communities."
 - **Who are the primary beneficiaries of your work, and what needs are you addressing?**
Example: "Our target audience includes small businesses seeking affordable digital marketing tools."
 - **How does your organization's purpose align with its core values and principles?**
Example: "We prioritize sustainability and innovation in all our solutions."
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Step 2: Craft Your Mission Statement

A clear mission statement defines what you do and how you do it. Use the formula below to draft your mission:

Formula:

"We [action/what you do] for [audience/beneficiaries] by [method/how you do it]."

Example:

"We provide affordable, high-quality education for underserved communities by leveraging technology and local partnerships."

Now, try yours:

"We _____ for _____ by
_____."

Next Steps: Ready to Go Deeper?

This is just the beginning. The ALIGN Framework™ offers practical tools to help you:

- Identify and prioritize your key initiatives.
- Set clear, actionable goals.
- Track progress and foster accountability across your team.

Want to see the full ALIGN Framework™ in action?

Beco Lichtman Consulting offers interactive workshops tailored to your organization's needs:

- ▶ **Compact Sessions (2 hours):** Fast-paced, focused discussions to tackle specific challenges and clarify priorities.
- ▶ **Deep Dives (Half-Day):** Comprehensive sessions designed to drive strategic breakthroughs and align your leadership team on key goals.
- ▶ **Full-Day ALIGN Workshop:** An immersive, hands-on experience that takes your team through the complete **ALIGN Framework™** — turning big ideas into actionable plans.

Let's ALIGN your team for success.

[Contact us](#) today to learn more about workshops and how we can help your organization achieve its goals.