



Organisational Alignment Survey

Align internal staff performance with organisational strategy and external customer needs. The Organisational Alignment Survey (OAS) is an internally focused investigation into how closely a company is aligned in 12 key areas that influence business results. Survey data is analysed to provide actionable best practice advice on achieving closer alignment.

Questionnaire design

The survey is comprised of 60 questions, five in each of 12 key business performance areas, defined in OAS as dimensions. These dimensions are statistically proven to reflect superior business results and are used to group survey data, including responses to open-ended questions.

Employee Survey

Questions are clustered in the 12 dimensions. Part 1 of each question concerns relative importance of the issue. Part 2 concerns organisational performance in that area.

Manager Survey

Questions are related to 6 key results areas such as 'meeting profit targets'. These reflect the alignment between managers' perceptions of key performance areas with actual corporate performance and define what is called a '13th dimension'.

OAS results reveal the degree of alignment between internal staff performance, external service value, customer satisfaction and ultimately revenue growth and profitability.

Data assessment and actionable results

OAS uses an internet-based proprietary software system to analyse survey data, benchmark results against over 400 'best in class companies' and provide actionable 'best-practice' advice on achieving closer alignment.