

# Organisational Alignment Survey™

Align internal staff performance with organisational strategy and external customer needs. The 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.

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

## 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'.

## The 12 OAS Dimensions

1. **Market focus** – degree of organisational/market alignment
2. **Vision, mission and strategy** – extent to which the organisation has clear vision and solid competitive strategy
3. **Culture** – core values and the extent to which individuals are aligned with the organisation and each other

## What is it?

The Organisational Alignment Survey™ (OAS) is an internally focused survey designed to reveal how closely a company is aligned in 12 key performance areas.

# FACT SHEET

## Organisational Alignment Survey™

4. **Standards and procedures** – extent to which staff understand their roles and contributions to overall company objectives
5. **Service** – extent to which the company provides excellent customer service and individuals are equipped to deliver
6. **People policies** – acceptability of working conditions and environment
7. **Climate** – levels of morale, departmental co-operation, communication, and job satisfaction
8. **Quality** – ability of the organisation to deliver consistently high service
9. **Leadership** – quality of leadership overall and effectiveness of direct management
10. **Differentiation** – market position in terms of image, employee satisfaction and customer loyalty
11. **Performance tracking** – extent to which the company monitors and measures performance, fine tunes and communicates to staff
12. **Sustaining performance** – leader effectiveness in monitoring commercial, social and political environments to address opportunities and threats

### How does it work?

Data from extensive employee and management questionnaires is statistically analysed and results benchmarked against 400 'best in class' companies. Data is further analysed to provide specific actionable advice on achieving closer alignment.

### 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.

### Why Achievement Awards Group?

We have proven expertise in applying human performance technology methods to help organisations improve alignment and effect organisational change. The result is bottom-line growth.

The Organizational Alignment Survey™ is a business development tool developed by Shaun Smith for Persona GLOBAL® and represented in South Africa by Achievement Awards Group.

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