

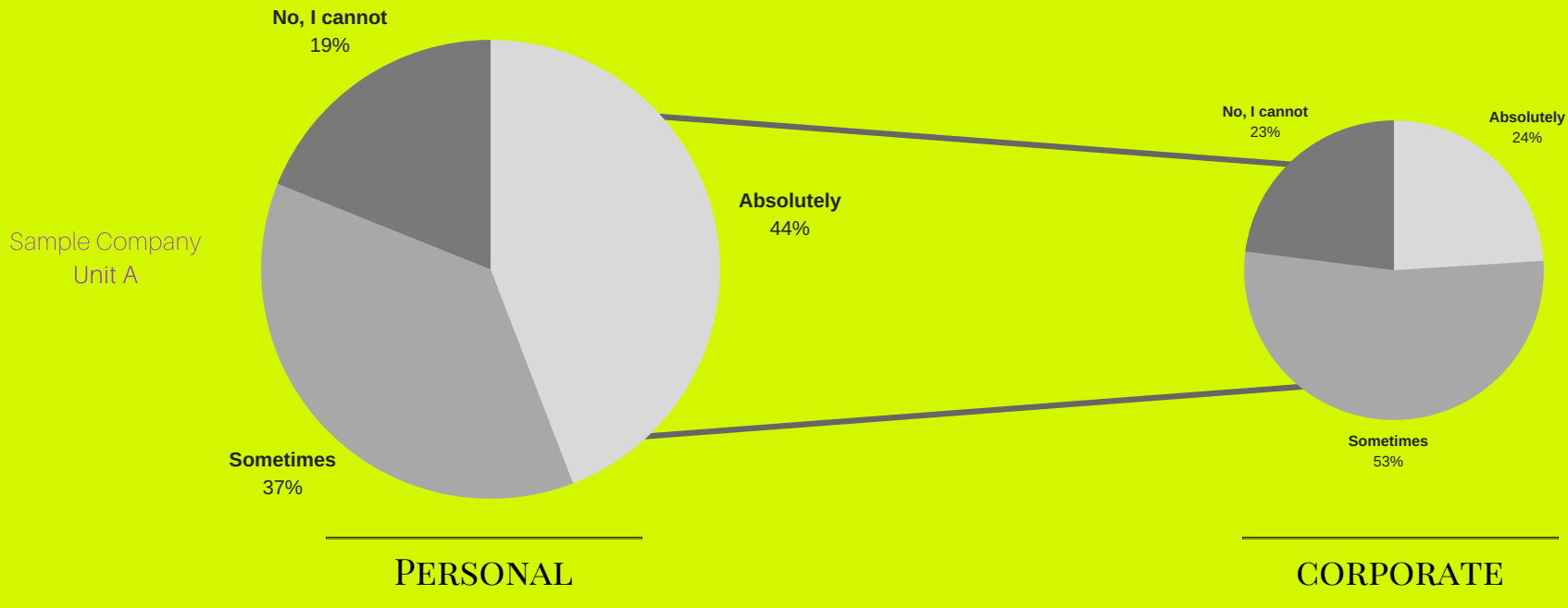
ANALYSIS OF BUSINESS/PEOPLE ALIGNMENT

SPARKCHIEF UNCOVERS THE TRUE REASONS OF ALIGNMENT OR MISALIGNMENT IN YOUR ORGANISATION

By getting a deeper understanding of employees' authentic aspirations and pairing this knowledge with your business strategy you will have a greater chance of success achieving higher performance. You end up executing a business strategy that is supported by the majority of your people who truly share your company values and vision while providing unprecedented career opportunities for your employees. You not only allocate your resources more efficiently to increase your productivity levels but also reward your people more competitively while significantly increasing margins. What matters at the end is the maximum value generation for all stakeholders. The percentage of alignment between your strategy and people defines your performance levels.



Can you genuinely say that you know and live by your values?



More than 70% of the employees who responded "Absolutely" on a personal basis do not necessarily agree with all the corporate values of the organisation they work for.