

Strategic Focus Pathway

The Strategic Focus Pathway

This pathway looks at the organization by dividing it into six strategic focus Areas. Results of the CEO Alliance Business Assessments are used to help set direction and priorities for each strategy.

The Six Strategies

1. Leadership Effectiveness	2. Sales Effectiveness	3. Customer Loyalty	4. Employee Inspiration	5. Productivity Capacity	6. Competitive Advantage
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Within each strategy there are 6 critical competencies that require consistent and systematic development and rigorous implementation sustained over time.

Strategic Focus Competencies

Team Management	Sales Focus	Customer feedback	Team Effectiveness	Quality Management	Customer Intelligence
Employee Alignment	Strategic Marketing	Process focus	Inspired Performance	Team Management	Marketplace Intelligence
Organizational Design Teams	Innovation Management	Quality & Service	Learning & Growth	Learning and Growth	Competitive Intelligence
All 6 Managerial Discipline	Client Development	Client Development	Knowledge Management	Technology Management	Innovation Management
Strategic Execution thru Change Teams	Customer Loyalty	Focus on Customer	Selection development promotion	Vendor Management	Core Competency Development
Vision Mission Values	Competitive Advantage	Employee Inspiration	Competency Development	All 6 Managerial Discipline	Customer Focus

The CEO Alliance Flight Simulator provides a real time view of where the organization is relative to each of the six strategies and the 36 competencies.