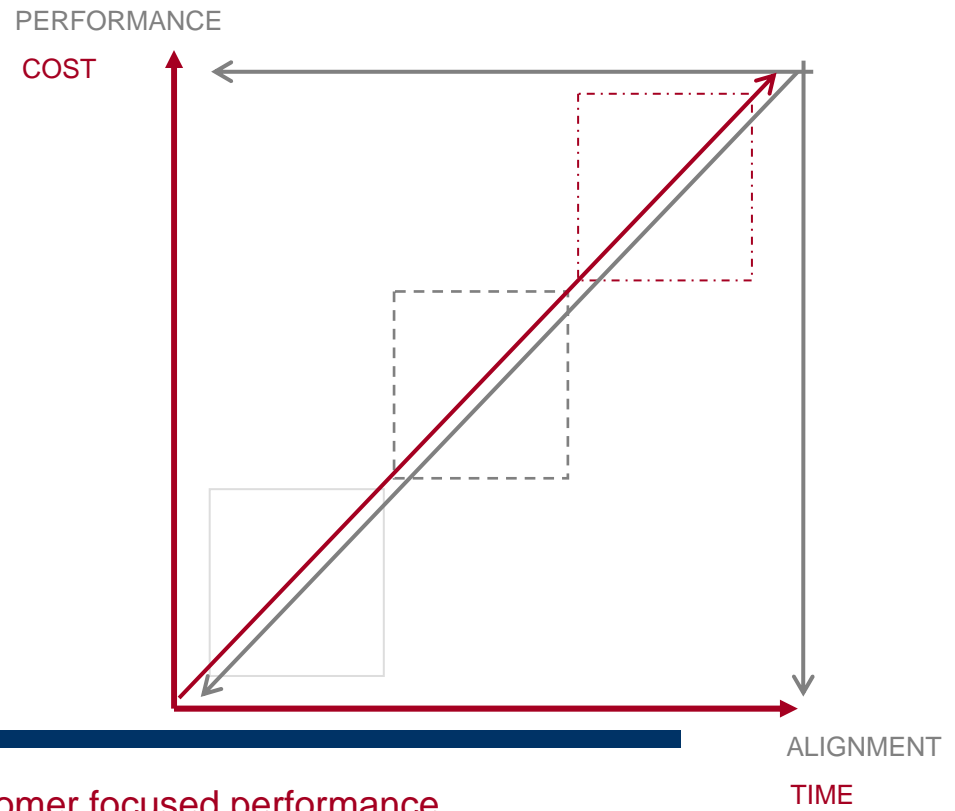


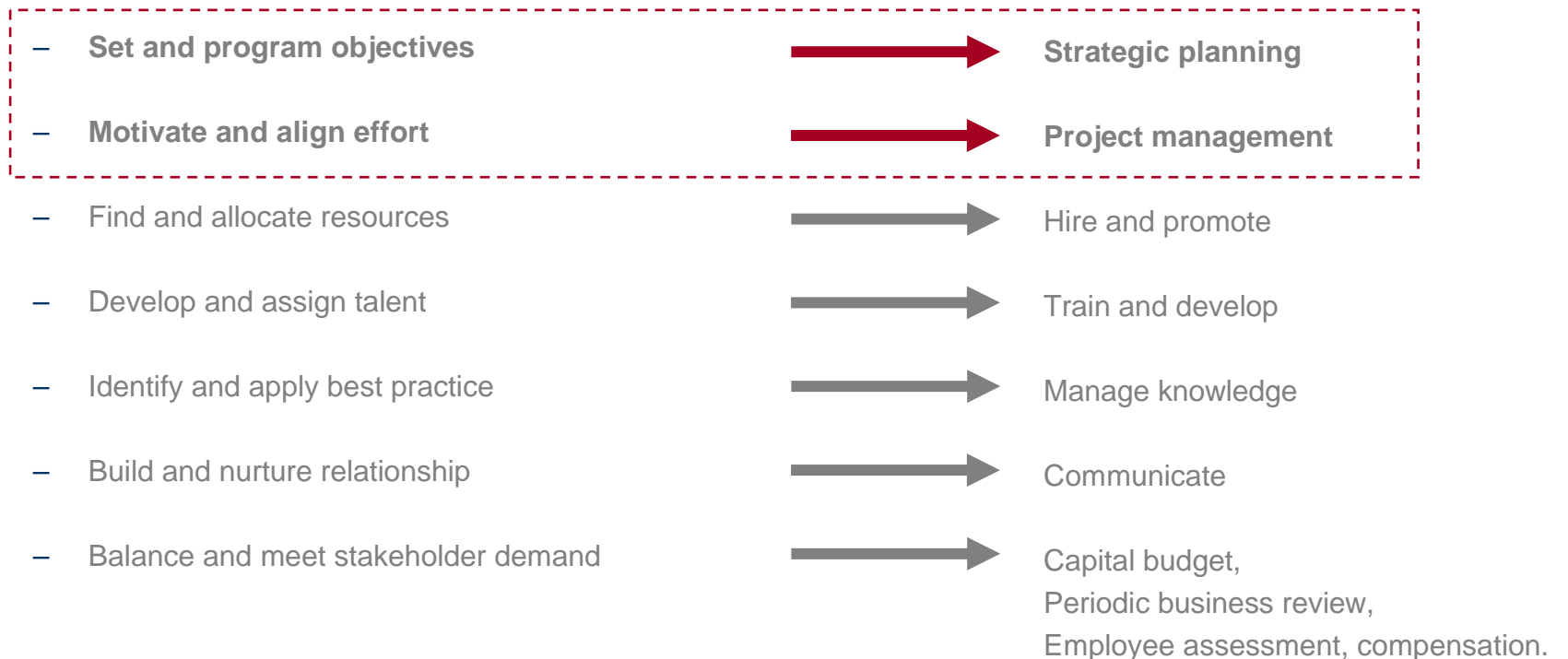
# Strategic Alignment



Strategic Alignment - Customer focused performance

# Strategic Alignment

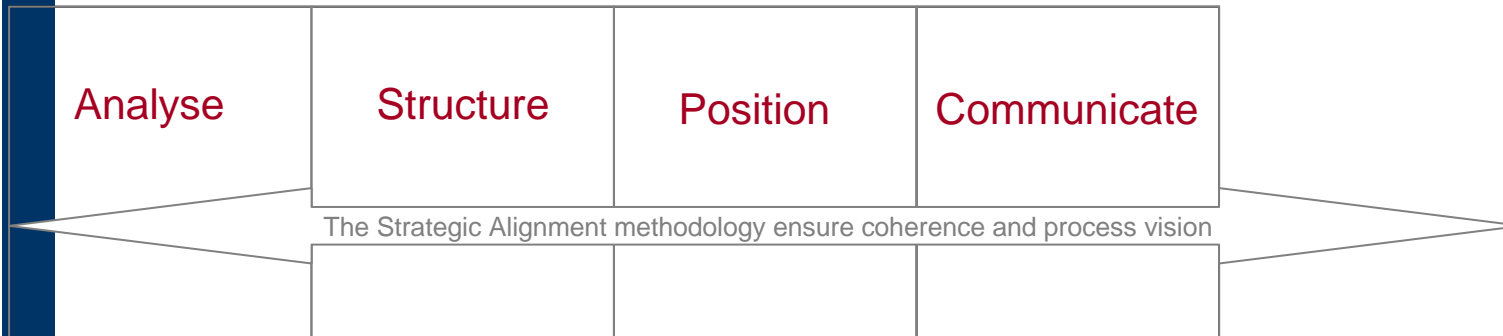
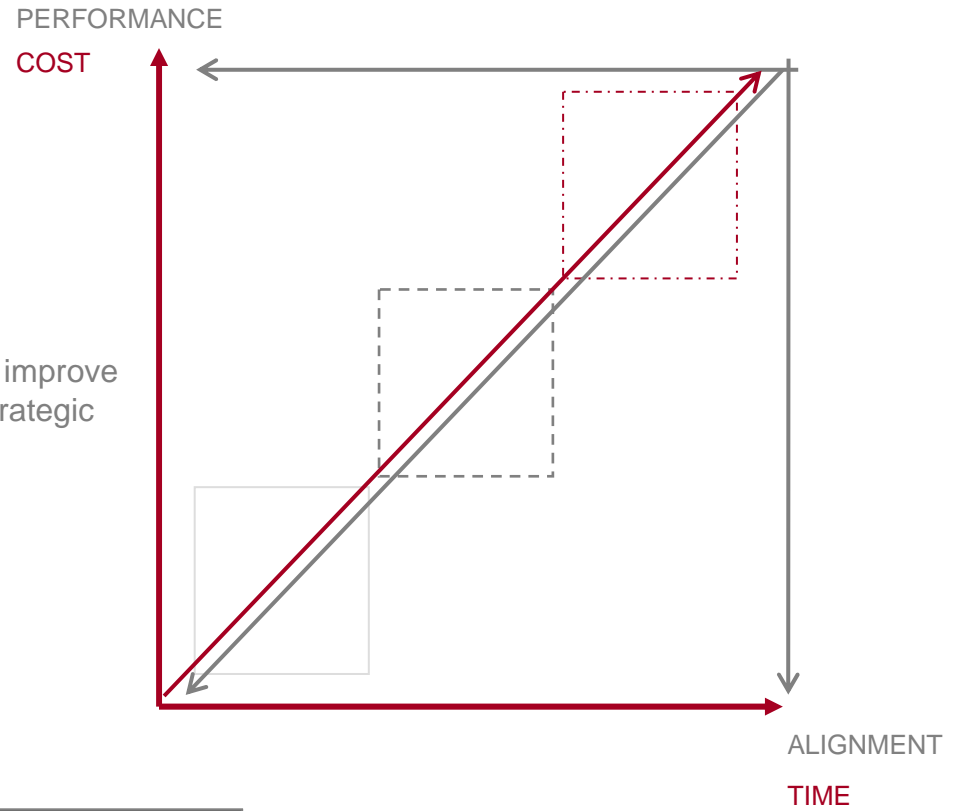
The purpose of **Strategic Alignment** is to substantially improve the manner in which the work is carried out [capability, responsibility], and as a result deliver strategic objectives and significantly enhance performance to:



# Strategic Alignment

## Deliverable – Strategic Alignment

- A roadmap in the scope of **Strategic Alignment** to improve performance, canalise talent and generate future strategic options to leverage innovation.



**Strategic Alignment - Customer focused performance**

# Strategic Alignment

## Strategic Alignment

The team will deliver a roadmap to:

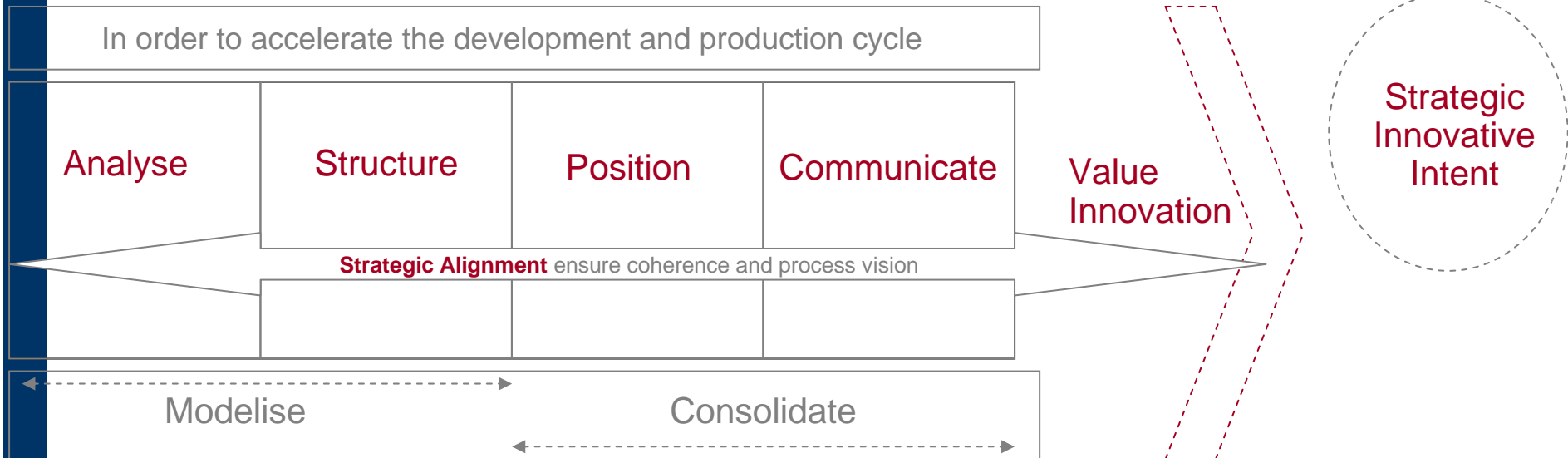
**ANALYSE** [Analyse the current position]

**STRUCTURE** [Establish opportunities of improvement]

**POSITION** [Define direction and objectives to be met]

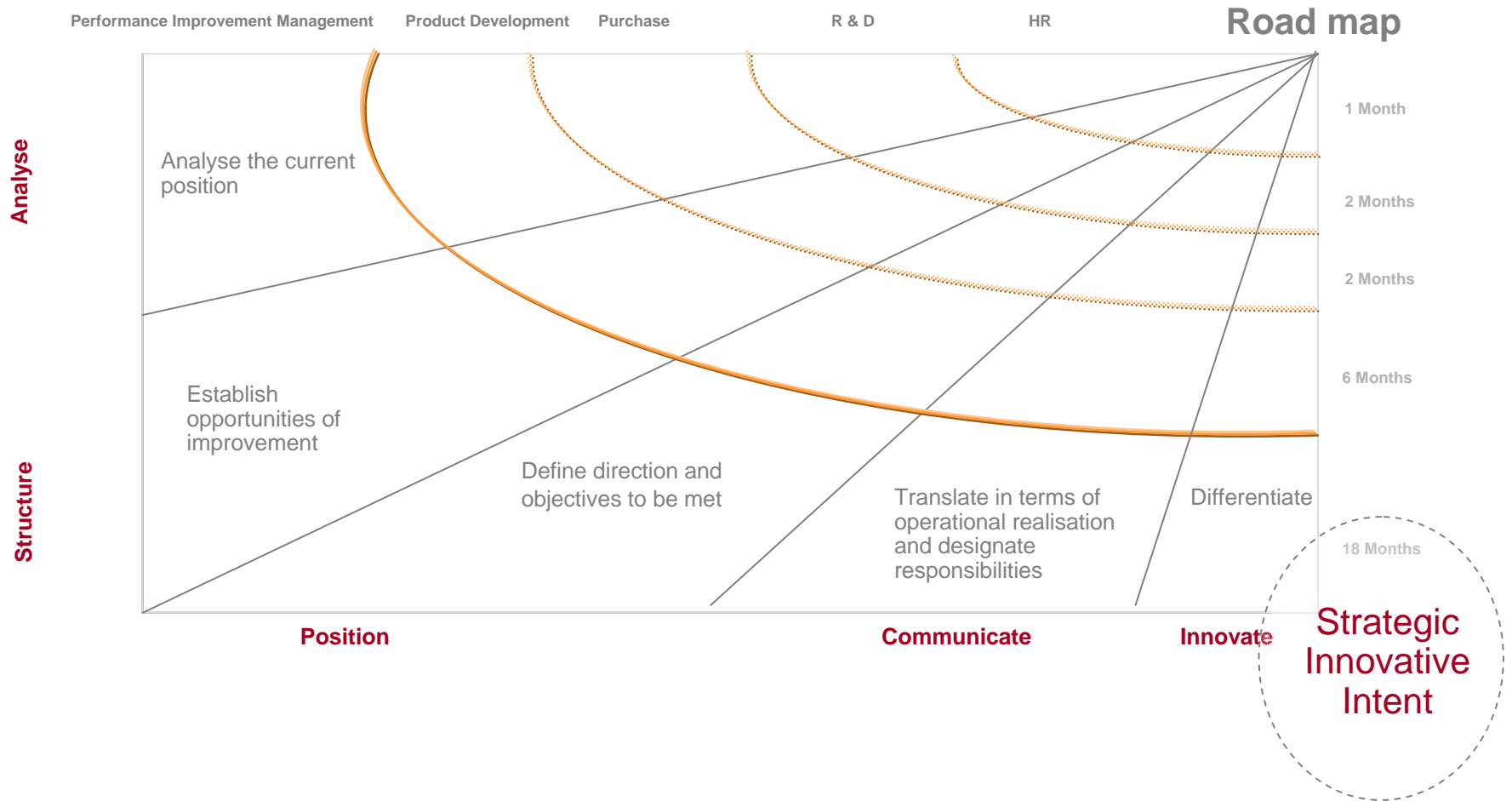
**COMMUNICATE** [Translate in terms of operational realisation and designate responsibilities]

**INNOVATE** [Differentiate]



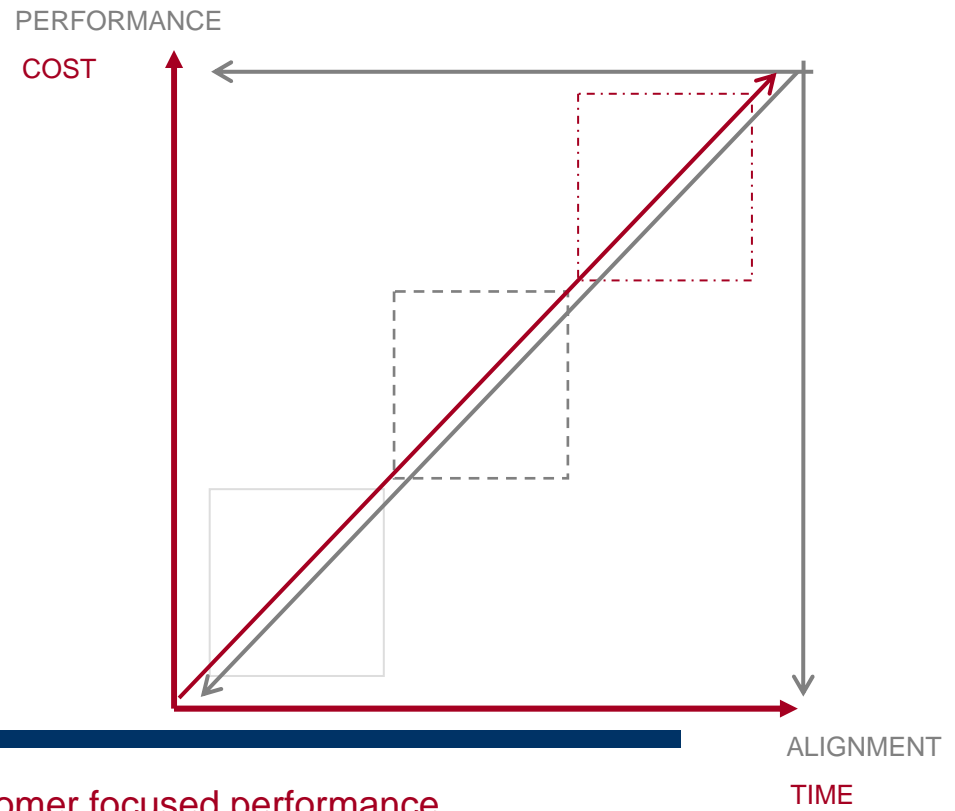
**Strategic Alignment - Customer focused performance**

# Strategic Alignment



Innovation – evolutive differentiation that provide customer and financial value

# Strategic Alignment



Strategic Alignment - Customer focused performance