

WHAT WE ARE KNOWN FOR

Helping leaders set a clear direction and focus their entire organization on executing it.

Driving the strategy down to each executive and manager in the organization.

Getting everyone totally on the same page—perfectly aligned around a single strategy.

Improving the strategic thinking skills of executives and managers at all levels.

Building sustainable ongoing processes for managing and monitoring strategic execution.

Helping organizations engage and align their people around their vital few priorities.

Executive Coaching for high potential executives within the framework of what they must execute strategically.

Helping organizations onboard new executives within the context of the overall strategy and greatly accelerating their strategic contribution.

Working with executive teams to drive collaborative execution.

Working one on one with executives at all levels to become better strategic leaders.

ARE YOUR PEOPLE LITERATE IN YOUR STRATEGY?

Our research confirms that most people don't understand their organization's strategy, that their work is not aligned with the overall strategy, and that they don't know what they can do to support it. The reality is that most workers are not *literate* in the big picture and how they fit in. How useful is a great strategy if your people don't understand it well enough to align their work with it and make it happen? We help leaders set a clear direction and focus their entire organization on its execution. We help organizations cascade their strategic intent in a way that builds understanding, commitment and ownership at every level.

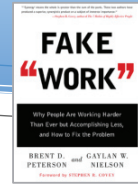


GETTING EVERYONE ON THE SAME PAGE



Winning performance and collaborative execution are direct outcomes of engaged and aligned teams. To get everyone on the same page and executing as a team, each individual has to understand the overall game plan and exactly how they fit in. Our approach engages your key players to align their thinking—and their work—with the overall direction of the organization. We bring the framework—they bring the content. Together we help each individual align their work with the organization, and with each other.

Tailwind is a strategic alliance partner and research collaborator with The Work Itself Group, authors of the new, research-based book, Fake Work.



50% of the work people do is not helping their organization execute its strategy. It is **Fake Work**.

73% of workers say that their organization's strategies and goals are not translated into specific tasks they can execute.

70% of workers do not know what to do to support their organization's strategy.

81% of workers do not feel committed to their organization's strategy.

87% of workers are not satisfied with the results of their work.

Excellence in Execution remains the number one issue cited in a survey of CEO's worldwide. Aligning the thinking of key executives and managers around the overall intent is a critical enabler...and the focus of our expertise.

Tailwind is a network of skilled consultants and executive coaches who share a common vision and methodology in our approach. We leverage proprietary breakthrough methods to accelerate results. Our solutions are proven and our results are guaranteed.



EXPERTS IN ALIGNMENT AND COLLABORATIVE EXECUTION
www.tailwindconsulting.com
813.903.9509