



CRITICAL ALIGNMENT MODEL

CRITICAL ALIGNMENT MODEL

This 4 dimensional model can be used to explain any phenomenon of human behaviour. It adds value to decisions, commitment or action by pointing out an obvious but unseen flaw in thinking, or by bringing to attention something that hadn't been considered.

There are, in any situation, 4 dimensions to consider. How well we know these dimensions, and their subtleties, determines how behaviourally flexible we can be.

The Critical Alignment Model allows us to explore our world, and the possibilities with a greater sense of certainty.

Below is an overview of the 4 dimensions that works regardless of the size of your business. Your business can be just you, it can be you and a few part time team members, it can be you and a larger team, or it can be that you are no longer 'in' your business.

Regardless of the size of the business, the number of team members or the size of the revenue, we all seek our business to be perceived as the stand out operator in our space.

Each of us knows that if we can just get free of the 'pack', then our clients will come to us more easily.

This model is how to achieve this.

THE FOUR DIMENSIONS

QUALITATIVE
IDEAL BEST PRACTICE

QUANTITATIVE
IDEAL BEST PRACTICE

E - ENVIRONMENT

S - STRUCTURE

I - IMPLEMENTATION

P - PEOPLE

ONE: ENVIRONMENT

THIS IS WHERE YOU START ALL THINKING AND CONVERSATIONS.

IT'S CONCERNED WITH:

1. Purpose
2. Goals and outcomes
3. Values
4. Beliefs
5. Attitude
6. Ideas
7. Standards for ourselves
8. Expectations from each other

The Environment is the qualitative dimension of thinking, believing, imagining, valuing and expecting.

It is vital to consider, as all actions are first shaped as a thought or an idea. All that is visible first begins as the invisible.

TWO: STRUCTURE

NEXT WE MOVE TO THE QUANTITATIVE CONSTRUCTS OF THE SITUATION, THE REALITY WE'RE EXAMINING, THE CONVERSATION WE'RE HAVING.

IT'S CONCERNED WITH:

1. Categories of performance
2. Dimensions of experience
3. Benchmarks of excellence
4. Limits of experience
5. Planning and organisation
6. Strategies

It's as if 'living in the moment' is suitable for all occasions. And it's not. Success at Wimbledon takes years of sacrifice, planning, scheduling, and development of skills and resilience. Anything that is 'epic' in scale is not experienced by the person content to live in the here and now and let tomorrow take care of itself.

That isn't to say anyone can't live that way. It's just at odds with the attainment of financial independence, or planning for children, or seeking a new career, or planning a wedding, or going to the gym, or meeting someone at a specific time, or...

Living in the moment is a luxury for our downtime. When we're at work, in a meeting and being asked questions about what we've accomplished, letting go and just 'being' is inappropriate and disrespectful.

THREE: IMPLEMENTATION

ONCE WE HAVE ESTABLISHED WHAT IS ABOVE THE LINE, WE MOVE BELOW THE LINE AND LOOK AT 'REALITY' – GIVEN THE ABOVE THE LINE PARAMETERS, WHAT ACTUALLY OCCURS?

IT'S CONCERNED WITH:

1. Actions
2. Actual KPI's achieved
3. How we actually *do* something
4. Habits

What we actually do speaks volumes about, what we care about and what we are simply saying matters. We can't behave in a way that is contrary to our true nature for any sustainable length of time. We must revert to our true selves.

If we're behaving in a way that is not suiting who we want to become, then we must go back to the Environment and reassess our values, our beliefs and our standards. We can't just hack away at the task hoping it will suddenly go away or get easier.

We must be aligned with and feel congruent with that which we must repeat over and over.

We can't go jogging every day if we don't value health. (The army would be an exception to this, everyone else who loathes it finds a way to get out of it.) We can jog if it's aligned with our values, and is ecological with the rest of our lives – our family commitments, our profession, our personal time etc.

FOUR: PEOPLE

ONLY ONCE WE HAVE PUT IN PLACE THE IDEAL ENVIRONMENTAL AND STRUCTURAL ELEMENTS TO SUCCESS, WE MOVE BELOW THE LINE AND START THE 'DOING' – AND ONCE WE'RE DOING, WE CAN NOW, FINALLY, LOOK AT HOW PEOPLE ARE PERFORMING IN THIS ENVIRONMENT.

IT'S CONCERNED WITH:

1. Quality of relationships
2. Discussions
3. Guidance
4. Feedback
5. Response to feedback
6. Capability of an individual

This is a great area for exploration when it comes to relationships, with themselves and with others.




NOTES



