

ONE SIZE DOES
NOT FIT ALL

CUSTOMIZED SOLUTIONS DRIVING BUSINESS RESULTS

GETTING STARTED ●

For nearly 30 years, Alignment Strategies (ALS) has partnered with our clients to understand their unique needs, offering customized, strategic, metrics-based solutions; high-touch support and guidance; measurable, sustainable culture change; and positive return on investment.

ALS TEAM ●

Led by founder and CEO, Dr. Vanessa J. Weaver, one of the world's leading experts on diversity, inclusion and engagement (DI&E), we bring extensive Organizational Development, Human Resources and DI&E expertise to solve client problems. Our ALS team averages 15 years of private sector experience in delivering D&I interventions for our clients. Having worked within the types of organizations we serve, we offer our clients a unique "walked in your shoes" perspective.

● WHO WE SERVE

Our clients represent a wide array of Fortune 500 companies from industries including consumer products, financial and professional services, Federal Government, healthcare, technology, and utilities. Our utility clients include; Duke Energy; Cincinnati Gas and Electric (now Duke Energy Ohio); Southern California Edison; Duquesne Light Company; Consolidated Edison; and Memphis Light, Gas and Water.

● HOW WE DRIVE VALUE

We deliver business solutions designed to achieve our clients' business goals by leveraging our Customized Interventions, Compelling Creative, and Contemporary Technologies.

✉ info@alignmentstrategies.com

☎ P: (301) 640-5291

🌐 www.alignmentstrategies.com

F: (301) 983-9523

📍 9812 Falls Road, Suite 114-252, Potomac, MD 20854

WE GET RESULTS



Alignment Strategies' trademarked processes returned over \$15M in cost savings back to the utility division within 6-months.

- ALS connected DI&E as a business enabler in three critical areas: Safety, Operational Excellence, and Customer Experience
- ALS helped reinvigorate a focus on the company's core values in order to generate higher levels of employee engagement
- ALS and DITV created customized video content that scales training on Inclusion, Engagement and Values & Respect to nearly 5,000 employees

CUSTOMIZED INTERVENTIONS. COMPELLING CREATIVE. CONTEMPORARY TECHNOLOGIES.

Customized Interventions for the Enterprise

- We believe "one size does not fit all." We use a 5-phase approach to develop customized interventions that match your operational and marketplace realities.
- We collaborate with clients throughout Discovery, Design, and Deployment to ensure customized programs that are practical and relatable to your workforce.

Compelling Creative by DITV Media

- We develop compelling creative content to help scale our interventions quickly and efficiently across your locations and teams.
- We use compelling creative to develop training programs that integrate four different learning modes to capture various types of learners. The learning modes follow the traditional VARK model:
 - **Mode 1: Visual**
Videos, such as DITV "In the News," for visual learners
 - **Mode 2: Audio**
Podcasts, known as DITVpods, for auditory learners
 - **Mode 3: Reading**
Online Companion Guides, also available in 4-color print, for reading/writing learners
 - **Mode 4: Personal Connection**
Face-to-Face Facilitation, such as interactive discussions, for kinesthetic learners

CONTEMPORARY TECHNOLOGIES FOR BOLD INSIGHT AND BROAD REACH

- We leverage contemporary technologies to deliver proprietary assessments and diagnostic tools to enhance training, drive individual and team insights, and engage targeted groups.
- We deploy programs using contemporary technologies to disseminate DI&E messages consistently throughout organizations and generate metrics on business and customer impact.

CASE STUDY 1: ENVIRONMENTAL ENGINEERING

Business Challenge

- Structure preparation phase is not facilitating quick and risk-free work

Methodology

- Review of inclusion and engagement principles to invoke out-of-the box solutions
- Root cause investigation and identification
- Data gathering: Surveys, Reviews, Interviews

Recommendations

- Develop detailed job-prep requirements for communicating, tracking and monitoring
- Define ownership of work creation, expectation, responsibilities and closure
- Develop end of shift summary form

Results

- Over \$4.9 million in potential cost savings identified
- Development of new relationships, different perspectives and diverse skill sets

CASE STUDY 2: EMPLOYEE ENGAGEMENT

ALS customized an intervention that produced a 5% increase in employee engagement across multiple staff levels. This generated over \$2MM from increased productivity.

