Strategic Alignment: Interview an Executive

When rallying your department around the organizational strategy, it is important to hear the message from the top of the organization. Generally senior leaders have a broader perspective. Work with your manager to gain access to one of the executive/senior leaders in the organization.

Invite the leader to attend one of your department meetings the next time the individual is available. Inform the leader that you would like to create a discussion at your location about strategic alignment. If an in-person visit isn’t possible, you could set up a video conference or telephone call.

Ask your team members to assist you to identify questions to ask the leader. Here are some suggested questions to get started:

- What factors in the environment are forcing change for our organization?
- What challenges does our organization face this year?
- What global issues will affect our organization’s future?
- What business strategies will require support from us?
- What competencies will be required to support the business strategies?
- What do you see happening with our customer base?
- What excites you about the organization’s future?