

# Strategic Alignment

## Align Your Strategy.
## Focus Your Teams. Achieve Better Results.

Successful organizations don't just set goals—they align every level of the business to achieve them. The Strategic Alignment Program helps small and mid-sized manufacturers transform long-term vision into focused, actionable priorities using the proven Hoshin Kanri strategy deployment methodology. By connecting leadership, teams, and daily operations, organizations can improve execution, strengthen accountability, and achieve measurable business results with minimal disruption.

Visit **ies.ncsu.edu/business** to learn more.

## What You'll Learn

Participants learn how to translate strategic goals into clear actions that drive performance throughout the organization. The program provides practical tools to improve communication, increase accountability, reduce reactive firefighting, and create alignment from the executive team to the shop floor. Organizations leave with a structured process for executing strategy and sustaining continuous improvement.

## Topics Include

The program covers Hoshin Kanri strategy deployment, goal alignment, and the use of X-Matrix and A3 planning tools to connect strategic objectives with daily activities. Participants also learn how to align leadership and cross-functional teams, integrate strategic planning with Lean, Continuous Improvement, Operational Excellence, ERP, and SIOP systems, and monitor progress using practical dashboards and performance metrics.

## We Can Help.

- Advanced Manufacturing & Technology Deployment
- Business Growth, Innovation & Marketing
- Business & Operational Assessments
- Cybersecurity Strategies
- Defense Industry Initiatives
- Environment, Energy & Sustainability Services
- Evaluation Services & Resource Development
- Industrial & Systems Engineering
- Instructional Design
- Leadership & Organizational Development
- Management Systems & Quality
- Process Optimization & LEAN
- Project Management
- Southeastern OSHA Training Institute Education Center
- Supply Chain & Supplier Matching
- Workplace Health & Safety

## Benefits:

- Company-wide focus on what matters most
- Better use of limited time, talent and resources
- Clear accountability—everyone knows their role
- Less firefighting, more proactive problem-solving
- Greater engagement from supervisors and operators
- Measurable improvements in throughput, delivery and profitability

## Duration:

- 1–2 days per week for 6–8 weeks

## Format

- Customized on-site training

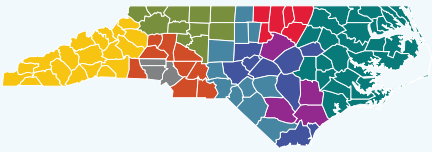
## Recommended For:

Small and mid-sized manufacturers in North Carolina, including owners, executives, plant managers, and leadership teams responsible for aligning strategy, improving operational performance, and driving sustainable growth.

**Connect with your Regional Manager to begin the conversation. ncstateies.com/RM**

## Connect With Your Regional Manager

**ncstateies.com/RM**



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NC State University Industry Extension Services, established in 1955 as the outreach team for the NC State University College of Engineering, provides resources, tools and customized training programs to help businesses survive, thrive and grow.

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