

Business Alignment

Core Alignment Tools



Method	Author	Book(s)	One Liner	Key Questions	Intended Company	Primary Stage
Organizational Health	Lencioni	The Advantage	Cohesive team: Create, Communicate and Reinforce Clarity	Six critical questions	All Sizes	0-Universal
Value Builder	Warrillow	Built to Sell	Creating a business that can thrive without you, focusing scalable strengths	Focus on a critical question: Why would someone pay a premium	Small	1-Starting
E-Myth	Gerber	E-Myth Revisited	Work on your business rather than in it	Five Questions to work on your business rather than in it	Small	1-Starting
Rockefeller Habits	Harnish	Mastering the Rockefeller Habits	Master habits and answer key questions	3 Key Questions - Right People, Right Things, Right Way	Small to Midsize	2-Stuck
Entrepreneurial Operating System (EOS)	Wickman	Traction, Get A Grip, Rocket fuel	Compartmentalize, and focus on 6 elements	8 Vision Building Questions	Small to Midsize	2-Stuck or Striving
Gazelles - Scaling Up	Harnish	Scaling Up, Mastering the Rockefeller Habits	How a few companies make it and why the rest don't	7 Questions of OPSP to drive alignment	Sophisticated midsize	3-Striving
Great Game of Business	Stack	Great Game of Business	Open Book Management	"to build a great company, you ask hard questions."	All Sizes	3-Striving
Rapid Enterprise Development (RED)	McFarland	The Breakthrough Company	Throw your leg, make the bet	5 Questions breakthrough cos ask before a big bet.	Midsize to Large	3-Striving