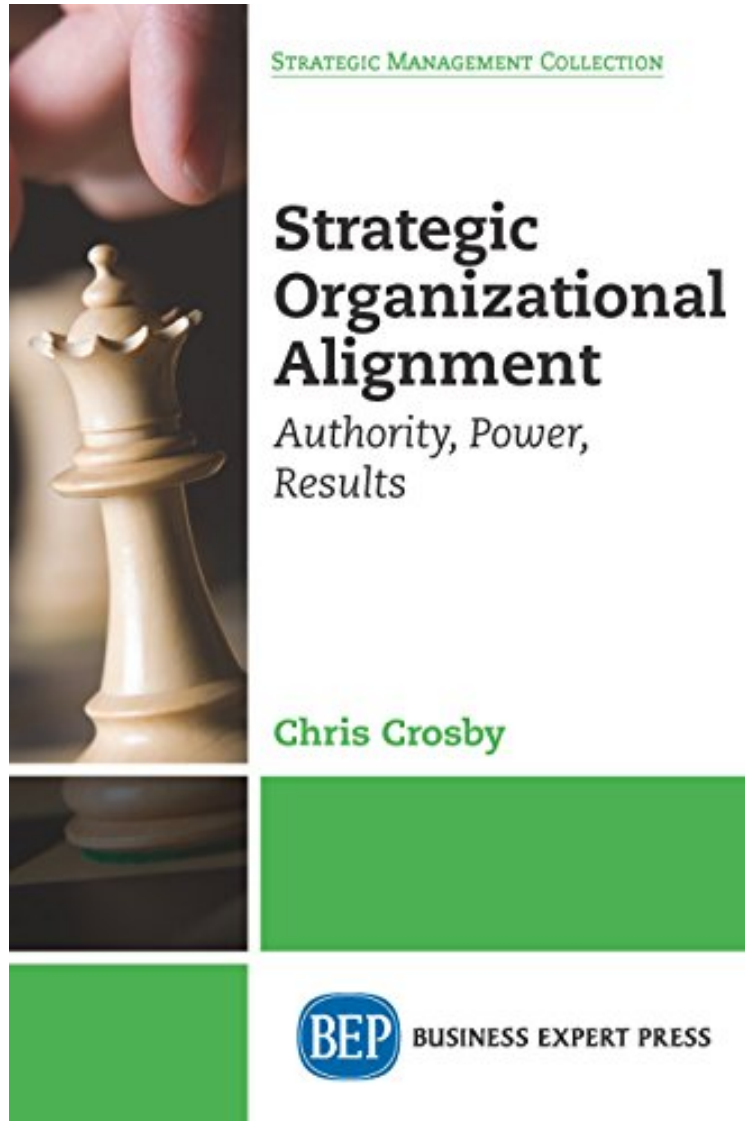


# Strategic Organizational Alignment: Authority, Power, Results

*Chris Crosby*

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Business results, major change, project initiatives can be achieved more easily than imagined. Strategic Organizational Alignment shows you how and points out the reasons why most excuses businesses make for inadequate implementations are wrong. Through stories, illustrations, and step-by-step guides, Crosby shows you a simple, profound, and repeatable way to ensure your business aligns its employees and has a clear path to success. This book will help you to learn how to focus your workplace on the dynamics critical to achieving greater productivity.

"Strategic Organizational Alignment is an important book that every leader should read. Rather than giving simple solutions or a fancy new model, Crosby recognizes that sustained performance is only achieved by diligent attention to the basics. He shows how challenging that is and then provides detailed actions that can truly align the organization. This is not for the faint-hearted, but for the leader who truly seeks excellence." --David L. Bradford, Emeritus at Stanford University Graduate School of Business, the Eugene D. O'Kelly II Senior Lecturer in Leadership; and co-author of the best selling book, Power Up: Transforming Organizations Through Shared Leadership. The book outlines critical principles I use to lead my organizations. It is effective, practical, and balanced. An important contribution to any leader, manager, or change agent --Brian Bauerbach, President CEO, Mold Rite Plastics Powerful, practical, and most importantly, what I did to help each business that I was in charge of to succeed! --John Nicol, Partner and General Manager, Microsoft About the Author Chris Crosby is the West Coast President of Crosby Associates which he started after 8 years of working internally for Alcoa. He is first and foremost a practitioner and has also held adjunct faculty positions. He developed his unique brand of Organization Development while working throughout the USA and internationally in Germany, Costa Rica, Wales, Jamaica, England, Hungary, Egypt, The Philippines, China, Korea, Spain, Peru, Chile, Columbia, and Mexico.