

Flexible, Collaborative OKR Execution With Align. [LEARN MORE](#)

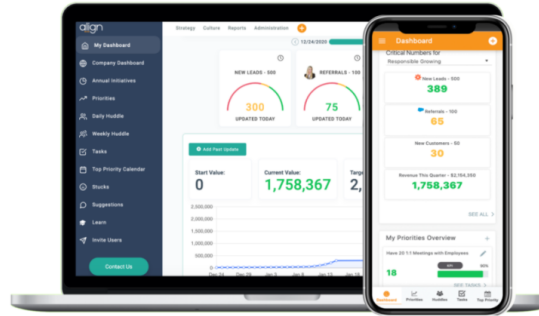


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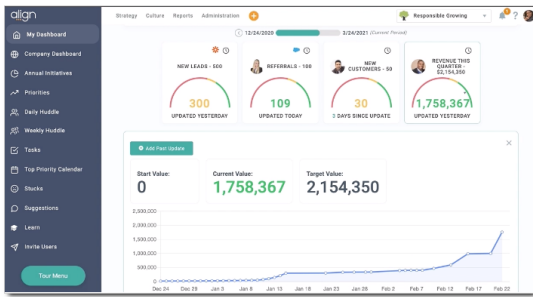
Align makes it easier to run your business

Create a system for continuous improvement to maximize your growth potential. Provide your team with the information they need to be successful and the tools to make it easier to do.

[ALIGN YOUR TEAM](#)



[Feedback](#)



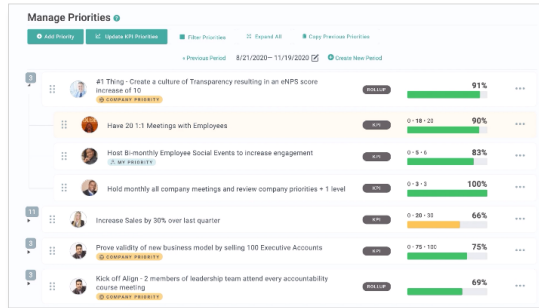
Make better decisions when you have top-line-data fed from every corner of your company in one place.

Break data silos and get your team focused on improving the metrics that matter most.

Manage and see real-time progress on all company, team and individual goals in one cascading visual.

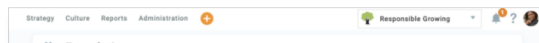
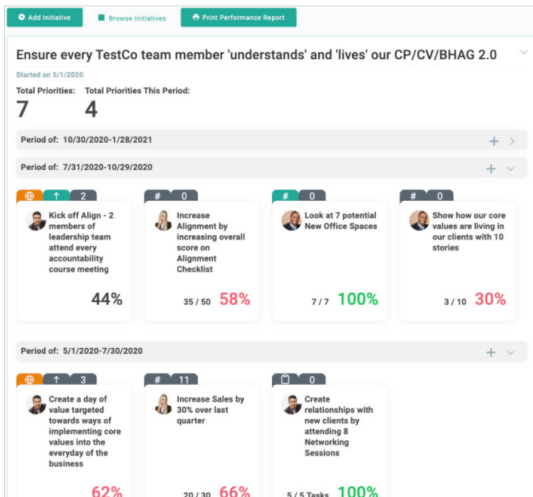
Energize and focus your employees with a direct line of sight into how their work matters.

[GET A PERSONALIZED TOUR](#)



Achieve more goals each calendar year.

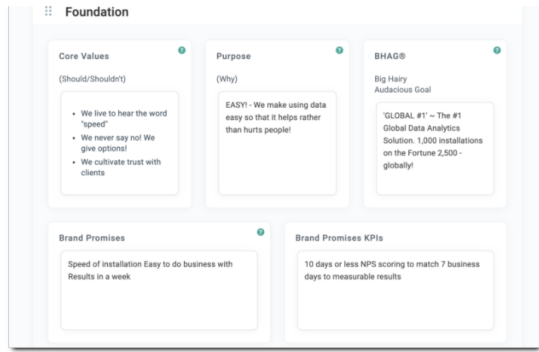
Customizable periods enable you to break your bigger initiatives down into actionable measurable goals for more continuous improvement throughout the year.



Turn your strategic plan into a living document to guide your team.

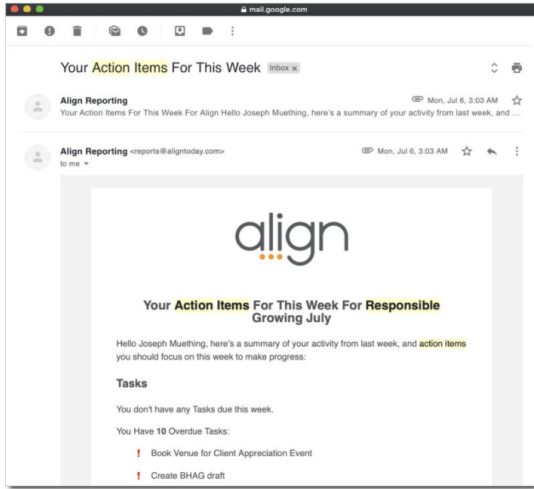
Get a simplified framework to build, organize and continually improve your strategy and execution at the company and team level.

GET A PERSONALIZED TOUR



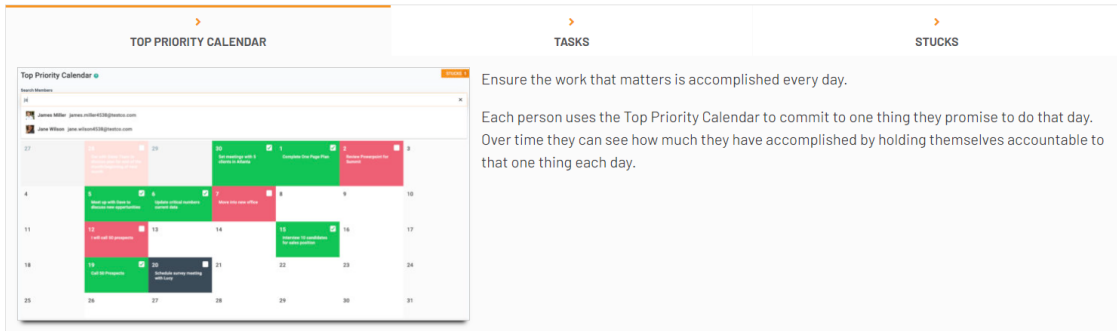
Set your team up for success without micromanagement.

Drive actions for what needs to get done and where to focus with personalized weekly notifications.



Keep employees focused on work to move goals forward with tools that make it easy.

GET A PERSONALIZED TOUR



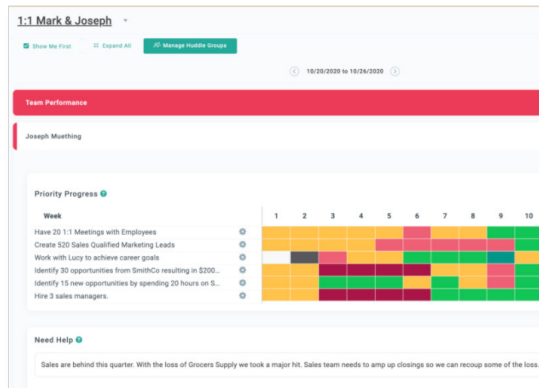
Ensure the work that matters is accomplished every day.

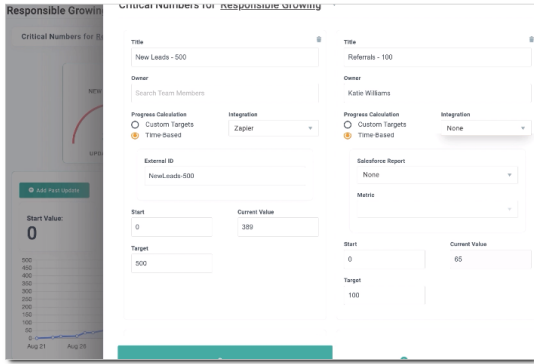
Each person uses the Top Priority Calendar to commit to one thing they promise to do that day. Over time they can see how much they have accomplished by holding themselves accountable to that one thing each day.

Engage direct reports in continuous performance management reviews.

Easily manage your 1:1s with transparent metrics in a shared workspace for managers and their direct reports.

Learn more about continuous performance management in Align.





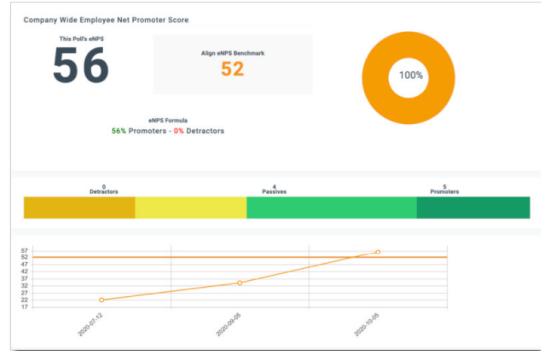
Integrate with the tools you already use.

Seamlessly connect data and workflows to automate data collection and connect workflows.

[Learn more](#)

Track your most important asset – employee happiness.

Automatically collect and measure employee happiness (eNPS) and feedback to ensure your most important asset is engaged and motivated.



Priority Details

Priority Name: Launch Marketing Stealth Campaign - Private

Priority Owner: Joseph Muehling | Parent Priority: Start typing to search priorities

Annual Initiatives: 0 initiatives selected

Description: [Empty text area]

Tags: [Empty list]

Provide data transparently to the entire company or privately to specific teams.

Align allows you to share your most impactful data to create trust through transparency in your organization, but gives you controls to secure information to specific teams when privacy is important.

[ALIGN YOUR TEAM](#)

Review data when and where you need it.

Export reports to help you better understand performance and review your data outside of Align.

Responsible Growing One Page Strategic Plan (OPSP)
Joseph Muehling

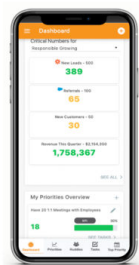
People (Reputation Drivers)

- Employees:**
 - Recognize and Appreciate every 7 days - KPI = 100%
 - Employee Net Promoter Score - KPI = 8+
 - Voluntary 4-Player Retention - KPI = 85% annually
- Customers:**
 - 10 Minute Delivery - KPI = Daily Report with 100%
 - Client "vertical contact" - KPI = 3 Contacts per Client per Month
 - eNPS - KPI = Net Promoter Score at 8.5
- Shareholders:**
 - Cash Increase report daily - KPI = % of Increase
 - Revenue Increase - KPI = 20%
 - Gross Margin - KPI = 15%

CORE VALUES	PURPOSE	TARGETS (3-5 YEARS)	GOALS (1 YEAR)																																																																																																		
<ul style="list-style-type: none"> We live to hear the word "wow!" We never say no! We give options! We cultivate trust with clients. 	<p>WHY: We make using data easy so that it helps rather than hurts people!</p>	<table border="1"> <thead> <tr> <th>Category</th> <th>Current</th> <th>Projected</th> <th>Year Ending</th> <th>2021</th> <th>Year Ending</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>\$14,250,000</td> <td>\$18,000,000</td> <td>Revenue</td> <td>\$6,475,000</td> <td>Revenue</td> <td>\$6,475,000</td> </tr> <tr> <td>Profit (20%)</td> <td>\$2,850,000</td> <td>\$3,600,000</td> <td>Profit (20%)</td> <td>\$1,295,000</td> <td>Profit (20%)</td> <td>\$1,295,000</td> </tr> <tr> <td>Operating</td> <td>\$1,425,000</td> <td>\$1,800,000</td> <td>Operating</td> <td>\$647,500</td> <td>Operating</td> <td>\$647,500</td> </tr> <tr> <td>A/R Days Ave</td> <td>45</td> <td>45</td> <td>A/R Days Ave</td> <td>45</td> <td>A/R Days Ave</td> <td>45</td> </tr> <tr> <td>Utilization</td> <td>85%</td> <td>85%</td> <td>Utilization</td> <td>85%</td> <td>Utilization</td> <td>85%</td> </tr> <tr> <td>New/Rep</td> <td>\$35,000</td> <td>\$35,000</td> <td>New/Rep</td> <td>\$35,000</td> <td>New/Rep</td> <td>\$35,000</td> </tr> </tbody> </table>	Category	Current	Projected	Year Ending	2021	Year Ending	2021	Revenue	\$14,250,000	\$18,000,000	Revenue	\$6,475,000	Revenue	\$6,475,000	Profit (20%)	\$2,850,000	\$3,600,000	Profit (20%)	\$1,295,000	Profit (20%)	\$1,295,000	Operating	\$1,425,000	\$1,800,000	Operating	\$647,500	Operating	\$647,500	A/R Days Ave	45	45	A/R Days Ave	45	A/R Days Ave	45	Utilization	85%	85%	Utilization	85%	Utilization	85%	New/Rep	\$35,000	\$35,000	New/Rep	\$35,000	New/Rep	\$35,000	<table border="1"> <thead> <tr> <th>Category</th> <th>Current</th> <th>Projected</th> <th>Year Ending</th> <th>2021</th> <th>Year Ending</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>\$14,250,000</td> <td>\$18,000,000</td> <td>Revenue</td> <td>\$6,475,000</td> <td>Revenue</td> <td>\$6,475,000</td> </tr> <tr> <td>Profit (20%)</td> <td>\$2,850,000</td> <td>\$3,600,000</td> <td>Profit (20%)</td> <td>\$1,295,000</td> <td>Profit (20%)</td> <td>\$1,295,000</td> </tr> <tr> <td>Operating</td> <td>\$1,425,000</td> <td>\$1,800,000</td> <td>Operating</td> <td>\$647,500</td> <td>Operating</td> <td>\$647,500</td> </tr> <tr> <td>A/R Days Ave</td> <td>45</td> <td>45</td> <td>A/R Days Ave</td> <td>45</td> <td>A/R Days Ave</td> <td>45</td> </tr> <tr> <td>Utilization</td> <td>85%</td> <td>85%</td> <td>Utilization</td> <td>85%</td> <td>Utilization</td> <td>85%</td> </tr> <tr> <td>New/Rep</td> <td>\$35,000</td> <td>\$35,000</td> <td>New/Rep</td> <td>\$35,000</td> <td>New/Rep</td> <td>\$35,000</td> </tr> </tbody> </table>	Category	Current	Projected	Year Ending	2021	Year Ending	2021	Revenue	\$14,250,000	\$18,000,000	Revenue	\$6,475,000	Revenue	\$6,475,000	Profit (20%)	\$2,850,000	\$3,600,000	Profit (20%)	\$1,295,000	Profit (20%)	\$1,295,000	Operating	\$1,425,000	\$1,800,000	Operating	\$647,500	Operating	\$647,500	A/R Days Ave	45	45	A/R Days Ave	45	A/R Days Ave	45	Utilization	85%	85%	Utilization	85%	Utilization	85%	New/Rep	\$35,000	\$35,000	New/Rep	\$35,000	New/Rep	\$35,000
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	<p>Actions (Support Values, Purpose, BHAG) 1. Post Core Values and Purpose visually in the office 2. Post in ALL marketing materials and online 3. Host one on one - quarterly - CX, CP, BHAG Reviews</p>	<p>Key Thrusts / Capabilities (3-5 Years) 1. UK - Germany - France launch and profitable 2. Database developed for automated marketing 3. Zero human touch in request fulfillment 4. Named the Best Place to Work Award</p>	<p>Key Initiatives (Annual) 1. Automated proposal process 2. Database/CRM system updated and received weekly 3. Integrated marketing plan and process in place - fixed quarterly 4. Ensure every team member understands and their role (FYC)/KPIs</p>																																																																																																		

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Every day you wait is a missed day of progress on your goals.

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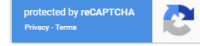
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