




The Art of Strategic Alignment

The Missing Piece To Your Company's
Growth, Improving Profitability, &
Developing A Healthier Team Culture



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***Strategic alignment is a
key differentiator for the
top 10% of companies***

THE STRUGGLE (AND WHY YOU'RE HERE)



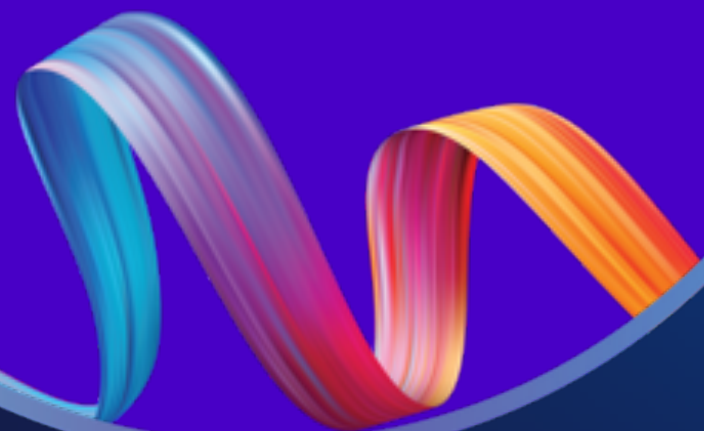
THE STRUGGLE (AND WHY YOU'RE HERE)

**Growth
Stalled**



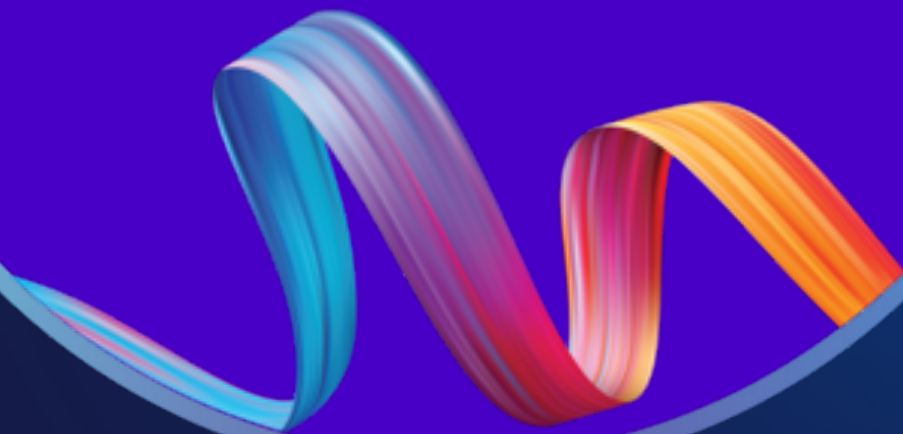
THE STRUGGLE (AND WHY YOU'RE HERE)

Capacity



THE STRUGGLE (AND WHY YOU'RE HERE)

**Chaos &
Lack of
Cohesion**



THE STRUGGLE (AND WHY YOU'RE HERE)

**Burnout,
Engagement
& Turnover**



THE STRUGGLE (AND WHY YOU'RE HERE)

Complexity



LEARN TO...

- ✓ **Master Your Inner Game To Generate Massive Outer Results**
- ✓ **Create Leverage With Your Existing Resources**
(and accomplish your biggest goals with less time and effort)
- ✓ **What's Holding You Back From Reaching Your Growth Potential**
- ✓ **Use The “Multiplier Effect” To Create Exponential Impact**
(with your customers and community)
- ✓ **Achieve Better Alignment Between Your Team and Business Goals**



I am on a mission to:

- make business simple, fun and easy so you can have a bigger impact on your customers and community
- tap into more creative, innovative ideas with a more engaged team and a stronger company culture,
- ultimately experience higher profits that enable you to do more.



Who Am I?

"I am on a mission to redefine the way we design & work in business."

Hi, I'm Anna Forbes

I create strategic alignment to transform companies into high performance, sustainable systems that create extraordinary results.



After 6 months...

- ☑ **Up 84% YoY**
- ☑ **Aligned operational systems & business structure**
- ☑ **Product life-cycle evaluation**
- ☑ **Leadership growth**



“(Anna) not only created value for me as a business owner but my business is still growing during a very difficult time for our global community.”

Michelle, Bee23 Natural Beauty

Strategic alignment is an art...

Your
Business
Here



"Wellness is a business strategy"

-Anna Forbes



Time To Bust Those Myths!



MYTH #1

Only Focus On “External” Strategies for Growth

DID YOU KNOW?

It costs more to
acquire a new
customer than to
retain an existing
one...

THE SOLUTION

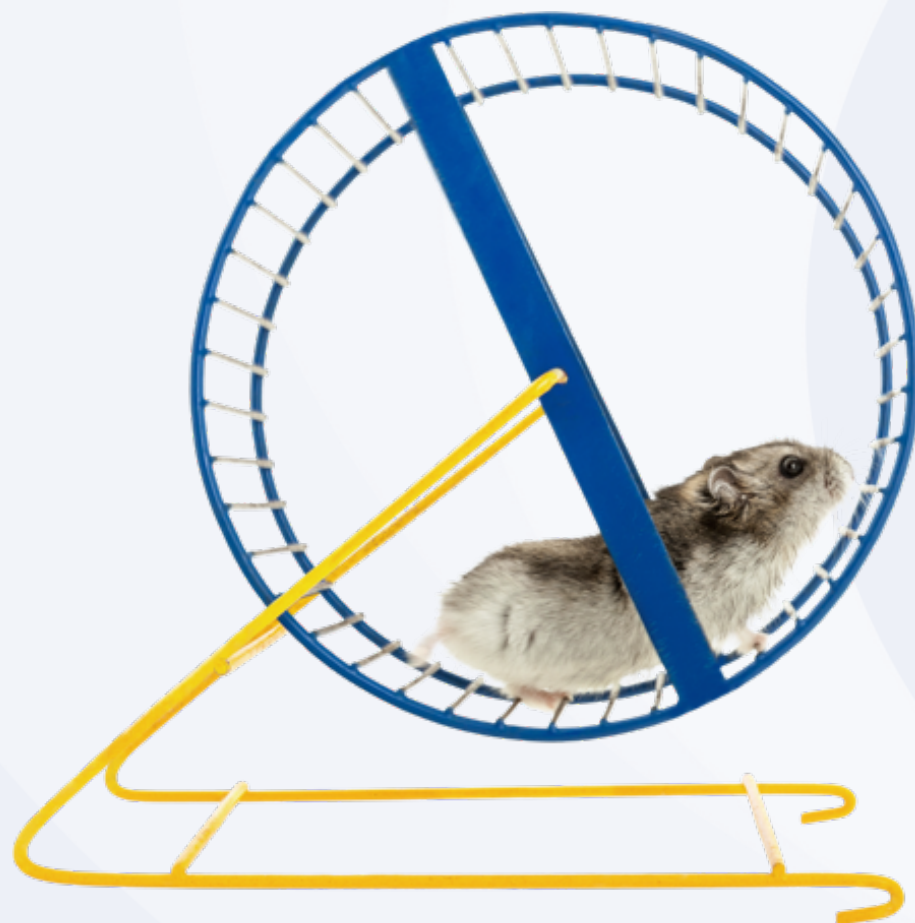
Master Your Inner Game



Massive Results

MYTH #2

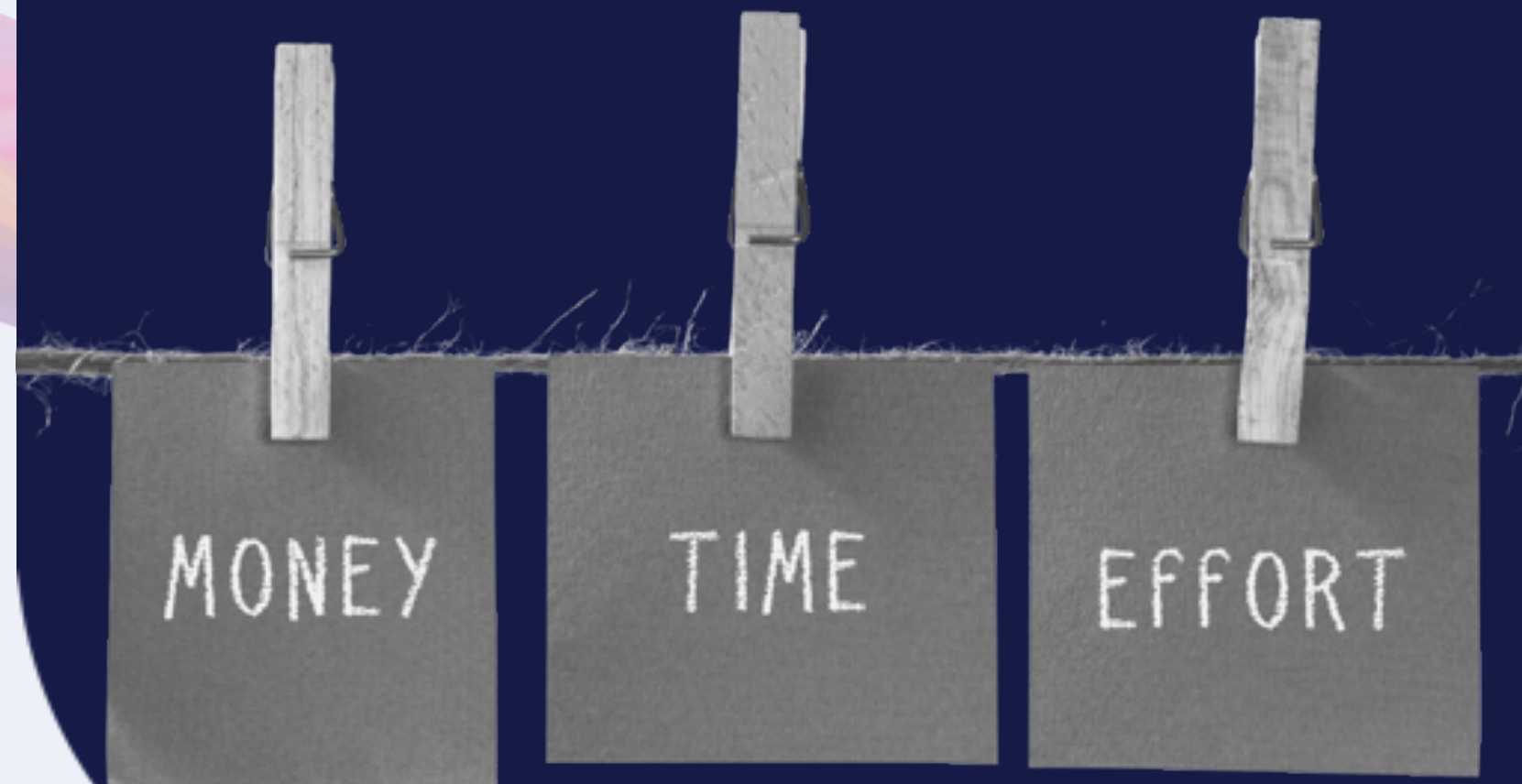
Always Add “New” And “More”



...may end up putting you in a race you never signed up for in the first place.

THE SOLUTION

Create Leverage



Because productivity is the quality of output, not hours put in!

MYTH #3

Having A Strategy is Enough



THE SOLUTION

Create A Bridge

When you share 'what' is needed
and 'why' it's necessary, you get
closer to achieving goals together.



MYTH #4

**You Have To Get to
a Certain Spot
To Play Bigger**



THE SOLUTION

Use The “Multiplier Effect”

Create
Exponential
Impact (with your
customers and
community)



MYTH #5

Culture Does Not Correlate To Performance



THE SOLUTION

Strengthen Culture



Set your team up for success!

IT'S TIME TO SHIFT!

We really are only at the start of moving away from antiquated models of business.

The companies that
shift FIRST are growing the fastest!



HOW STRATEGIC ALIGNMENT WORKS

Companies are worth 40% more...
With up to 80% of the difference in performance.

It impacts profitability, and adds to the ripple effect you can have on your team, partners, customers, and community.

What Can You Expect?

Improved Profitability

Boosted Team Morale

Healthier Team Culture

Sense of Control

Improved Communication

Deeper Connection to Customers

Clarity

Reduced Stress Levels



"We cannot solve our problems with the same thinking we used when we created them."

- Albert Einstein

Success Stories



"What made the biggest difference was going into sales conversations with complete confidence in my business, and the processes to prove it. I also recognize how much I can set the tone for the kind of culture I want for my company."

-Robyn, RH Consulting
Ad Agency



"It's was a creative exploration process looking at the direction of Roots & Rivers, how are we bringing value to the clients and creating a working dynamic where everyone is working their best"

-Annelies, Roots & Rivers
Social innovation Consulting



"Anna is very knowledgeable about all facets of business. She was able to help us narrow down what was needed to move our business forward. We would absolutely recommend Smooth Consulting to get your business to where you want it to go."

-Karen & Linda, Clearview
Financial Services

**AND YOU CAN SHIFT
THIS WAY, TOO!**



This is NOT for you if...

- you don't want to change
- are seeking a quick fix
- are not looking to grow with
less TIME AND EFFORT



IF YOU ARE READY TO...

connect more authentically, lead with integrity, and be of service to your customers and those contributing to the company

AND you are looking to:

- grow more sustainably and profitably
- improve capacity and productivity
- build better cohesion and engagement
- better navigate the complexities of business
- and, avoid burnout



**When you experience
STRATEGIC ALIGNMENT,
more becomes possible!**

The background of the image is a dark brown wooden surface with a visible grain. Scattered across the surface are five distinct piles of fine, colored powder. The piles are arranged in a circular pattern: a pink pile at the top left, a yellow pile at the top center, a green pile at the top right, an orange pile at the bottom left, and a blue pile at the bottom right. The text is overlaid on these piles.

MAKE STRATEGIC ALIGNMENT YOUR SECRET SPICE

**Add A Little Extra
Flavour & Colour
to Your Business!**

A GIFT FOR YOU!

THE ART OF STRATEGIC ALIGNMENT



The Missing Piece To Your Company's Growth, Improving Profitability, & Developing A Healthier Team Culture

Created by Anna Forbes, Lead Strategist & Founder.
For more information, visit www.smooth.consulting
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Q&A



LET'S CONNECT!

Thank you!



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