

## Alignment Inc. 2009 Client Survey Results

You or your organization chose to work with Alignment Inc. based on primarily:

Referral - 46%  
Coaching/consulting approach - 31%  
Reputation - 30%

What is the first word that comes to mind when you think of your experience with Alignment, Inc (top 8):

Professional  
Trust  
Valuable  
Perfect fit  
Transformative  
Alignment, synergistic  
Support  
Positive

The most critical needs on which you work with Alignment included (top 3 from all the answers):

Alignment of personal/professional/organizational goals  
Alignment of new management structure  
How to communicate a vision/executive communication/shared language

The three most valuable outcomes from your partnership with Alignment Inc were (top 4 ranked answers):

New approach/perspective to old issues  
Clarity of vision  
Committed team and improved teamwork  
Increased collaboration toward aligned goals

Three offerings they would like to see in 2010 (top 5 from all answers):

Quarterly webinars with live Q/A on current business issues  
Quarterly 'guest speaker' series with globally/nationally renowned executives relative to the concept of alignment  
Bundled strategic planning, facilitation, and ongoing coaching packages  
Weekly podcast  
Online subscription (podcasts, monthly coaching sessions, Fireside Chat with employees, etc.)

You measure ROI from your work with Alignment Inc. by (top 5 by percentage from all answers ):

Improved productivity within individuals and teams: 75%

Clarity and alignment with direction (personally and/or group): 75%

Greater execution against defined goals: 66.7%

Improved teamwork: 50%

Better functional alignment within the organization: 50%

Using these chosen metrics, what is your estimated ROI from the work completed with Alignment, Inc:

80-100% ROI: 46%

60-80% - 55%

How would you describe your experience with Alignment Inc?

- Very positive! Kristin has so much to offer!
- Excellent!
- Helpful in progressing toward my leadership goals
- Professional, eye-opening, and the best thing I have done for myself in years. I would not be where I am today were it not for my professional coaching with Alignment Inc.
- Kristin was exactly what our organization needed - exactly when we needed it. She did a great job helping me focus on what our specific needs were so we could make the most of her time with us. All of our Board and staff raved about the experience - including some very tough critics. We could not be happier.
- Transformative.
- It has kept me going.
- Excellent.
- Instrumental to my personal and professional growth.