

Alignment, Inc./Kristin Kaufman 2010 Client Feedback Survey Response Summary

1. You or your organization chose Alignment, Inc. based primarily on (check a maximum of three):

Reputation	33.3%
Referral	66.7%
Subject matter expertise and knowledge	16.7%
Known track record	0.0%
Coaching and/or consulting approach	50.0%
Business experience	25.0%
Public speaking ability	0.0%
Coaching capability	8.3%

2. The three most critical needs on which you worked with Alignment, Inc. were:
 - A. ONE
 - i. Facilitator of a corporate event
 - ii. Team building
 - iii. Planning
 - iv. Interpersonal relation within company
 - v. Leadership coaching
 - vi. Vision Statement for 2010
 - vii. Goal setting – manager/supervisor level
 - viii. Job search/career planning
 - ix. Setting objectives for career growth
 - x. Strategic planning
 - xi. Workplace relations
 - xii. Strategy, marketing, branding

 - B. TWO
 - i. Organizer of recommendations from improvement
 - ii. Organizational effectiveness
 - iii. Feedback
 - iv. Personal career advise
 - v. Team building
 - vi. Vision Statement for 2013
 - vii. Capabilities presentation
 - viii. Navigating appropriately and “cleanly” through organizational politics
 - ix. Job definition
 - x. Organization and Support



C. THREE

- i. Meeting skills
- ii. Leadership
- iii. Professional coaching
- iv. Capacity building
- v. Strategic planning document/smart goals
- vi. Career confidence building
- vii. Leading new staff effectively and earning credibility and respect sooner than later
- viii. Stress reduction
- ix. Encouragement

3. The two most valuable outcomes from your partnership with Alignment, Inc. were:

A. One

- i. An independent perspective of improvement opportunity
- ii. Team alignment
- iii. Improved communication skills
- iv. Objective advice regarding difficult situation
- v. Stronger and more productive team
- vi. Vision statements
- vii. Clear understanding of process
- viii. Secured a full time position
- ix. Staying consistent to objectives, despite challenges and set backs
- x. Strategic plan
- xi. Identification of what I did not need in a coaching relationship
- xii. Increased satisfaction with strategy

B. TWO

- i. A consolidated report summarizing targeted actions
- ii. Goal setting
- iii. Increased collaboration
- iv. Professional growth
- v. Better leader
- vi. Smart goals
- vii. Alignment from staff to management (and management to staff)
- viii.#1 was more than enough!
- ix. Agreement among board members
- x. Identification of what concessions would be needed from boss to have a successful coaching experience
- xi. Increased revenue

4. You would like to see Alignment, Inc. provide more comprehensive offerings in the form of:

Published book on Alignment within teams, organizations, channels to market	41.7%
Different pricing structure	25.0%
Bundled strategic planning, facilitation and ongoing coaching packages	41.7%
Weekend workshops or retreats on Alignment	25.0%
Specific keynote speech topics	33.3%



- 5. You measure to ROI from your work with Alignment, Inc. by:
 - Increased top line revenue 8.3%
 - Improved productivity within individuals and teams 41.7%
 - Better functional alignment within the organization 50.0%
 - Stronger and more aligned go-to-market strategy 16.7%
 - Greater execution against defined plans 33.3%
 - Improved employee satisfaction 16.7%
 - Alignment of company/individual strengths to performance 25.0%
 - Improved teamwork 58.3%
 - Improved negotiation skills 25.0%
 - Knowledge gained through assessments (Individual or group) 33.3%
 - Clarity and alignment with direction (individual or group) 83.3%
 - Other 16.7%
 - i. We have stayed focused and productive
 - ii. Reaching goal or solving problem that sent me there initially
 - iii. Defined what I do/don't need in terms of a coach

- 6. Using the chosen metrics from question #6, your estimated ROI from the work completed with Alignment, Inc. would range between:
 - a. 0-30% 16.7%
 - b. 30-50% 8.3%
 - c. 50-75% 41.7%
 - d. 75-100% 8.3%
 - e. 100-150% 25.0%
 - f. Other
 - i. Short term goals completed on target with long range goals

- 7. Your greatest disappointment with the services provided by Alignment, Inc. were
 - Difficult to do business together 0.0%
 - Too expensive 0.0%
 - Services did not meet expectation 0.0%
 - Timeliness of deliverables not met 0.0%
 - Coaching or consulting approach 8.3%
 - Expertise not applicable to defined needs 0.0%
 - Not applicable 66.7%
 - Other 25.0%
 - i. Expense prevents me from using regularly now that my initial problem is solved
 - ii. Improved regularity in meeting frequency; being held accountable to action plans and goals
 - iii. Complexity of planning tool



8. What is the first word that comes to mind when you think of your experience with Alignment, Inc.?
Consultant
Energizing
Leadership
Growth
Helpful
We all knew where we wanted to go, but it took you to bring us articulate our vision and goals and it is working!
Encouraging
Focused, supportive
Kristin; her energy, spirit and genuine interest
Satisfying
Informative
Synergy
9. Would you (or have you) referred Alignment, Inc. to others? Why or why not?
 - a. Yes – credible source of management perspective
 - b. Yes for positive experience
 - c. Yes
 - d. Yes – valuable advice/coaching requires two elements (1) objectivity in which is essential to accurate evaluation; and (2) knowledge which can only be gained from practical experience within the areas of expertise.
 - e. Yes. Easy to work with.
 - f. Absolutely!!! Very professional, engaging and productive, left with tools and a plan that continues to guide us a year later!
 - g. Yes – easy to work with; expectations were met; keen identification of cultural norms.
 - h. Yes. Several times – speaking engagements and personal.
 - i. Yes, the individual focus and unique ability to manage to people strength is a valuable tool for personal and professional growth and leads to a more mature organization.
 - j. Yes we would refer the company.
 - k. I have not. Not something I’m asked about frequently – not a lot of coaching used in my field.
 - l. Yes, because Kristin “gets it” and can reach people where they are.
10. Overall, you would describe your experience with Alignment, Inc. as:
 - a. Successful
 - b. Limited, but positive
 - c. The experience with Alignment, Inc. increased leadership skills and strengthened commitment to our mission.
 - d. Personally and professionally priceless
 - e. Positive
 - f. A highly professional, energizing, productive and educational experience that allowed everyone’s creative energy to flow. Everyone’s input was respected so at the end, a strategic plan was developed that truly represented alignment with the membership needs and priorities.
 - g. Very good!
 - h. Solved the problem. Professional. Focused.
 - i. Positive and encouraging, yet realistic. Providing an honest assessment of strengths as well as gentle leads to identifying proper direction for self awareness and growth.



LIGNMENT, INC.[®]

Revealing a clear path for you and your business

- j. Helpful, productive and thorough
- k. Informative and helpful but in a way that resulted in a long term relationship. Mostly the experience taught me that I needed something different than what Alignment could offer.
- l. It takes time but is completely worth it.