

**Did you know?**  
80% of senior executives say that their strategies are not well understood within the organization.

# BRIDGING THE STRATEGY EXECUTION GAP

## Ligado - A smart software for better strategic alignment.

Are change processes successful in your organization? Studies show that the vast majority of corporate strategies are not successfully implemented. The problem is not the strategy. Rather, the companies fail to win over their employees for the change: there is no strategic alignment. With Ligado you can build up alignment in a targeted manner. Ligado makes alignment measurable and controllable.

### What is Alignment?

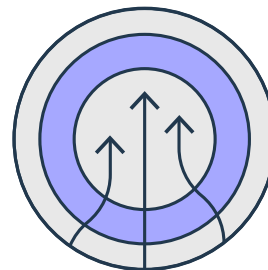
Understand the strategy Employees have to...



**UNDERSTAND THE STRATEGY**



**FIND THE STRATEGY MEANINGFUL**



**BE ABLE TO CHANGE THEIR BEHAVIOR**

### How does Ligado help?

**FOSTER ALIGNMENT:** The integrated digital coach suggests the right measures. Scientifically based on principles of behavioural economics.

**CONTINUOUSLY MEASURE ALIGNMENT:** Thanks to a smart survey solution you can feel the pulse of change at any time and react quickly.

**OVERCOME OBSTACLES:** Thanks to the feedback feature of Ligado you know about implementation problems and proposed solutions of your employees. The success or failure of implementation depends on whether employees are able to act in accordance with the strategy.

**Make your change process a success with Ligado.**

CONTACT US

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