Aligning your organization to a common vision means moving forward in the right direction.

Does your organization know where it is going?
ABOUT US

Success can only be achieved when vision and goals are realized by aligning dedication and hard work. A captain can chart a course, but requires the effort of the deckhands to move the ship along the chosen path. The productivity of an organization and ultimately its bottom line are dependent on employees performing at their full potential. OPTIMUS | SBR’s proven Accountability Framework® System aligns vision with front line work effort to bring employees on board with their senior leadership team.

For over 30 years, OPTIMUS | SBR has successfully implemented the Accountability Framework® System in both the private and public sectors by engaging people at all levels throughout the organization to deliver immediate results.

WHO WE ARE

OPTIMUS | SBR is a management consulting firm focused on supporting executive leaders and their organizations in solving problems, facilitating change and optimizing performance.

Since 1979, we have provided leading firms across North America with advisory services customized to address unique needs, including strategy and leadership development, process and implementation planning, and project management.

OUR CAPABILITIES

Management Consulting • Resource Augmentation

OUR VALUES

How we do things is just as important as what we do. Our consultants behave and are assessed in accordance to our value system:

• Teamwork • Integrity • Passion • Initiative • Leadership

PRACTICE AREAS

Our strategy experience spans across our key practice areas:

• Financial Services • Energy & Infrastructure • Health Care & Not-for-Profit

• Government & Agencies
How Important Are Alignment and Accountability?

An organization’s productivity and ultimately its profitability are fully dependent on employees performing at their full potential. Studies show a dramatic increase in both employee and organizational performance when the goals of the employee are closely tied to the company’s overall strategy. Unfortunately most organizations have not realized this.

"Fewer than 10 percent of employees reported that they understood their company’s strategy. Clearly, employees who do not understand the strategy cannot link their daily activities to its successful execution."


Individual and organizational objectives that are connected to a common vision create strategies that are more successful than the sum of their parts.

The Accountability Framework® System is a distinctive tool for organizational strategy that is easy to implement, builds on the organization’s existing work, and is complementary to existing initiatives. It is easily communicated, engaging people at all levels throughout the organization, and delivers immediate results. It is a proven approach that has been successfully implemented in organizations in both the private and public sectors for over 30 years.

**THE ACCOUNTABILITY FRAMEWORK® SYSTEM**

**A FAST AND PROVEN APPROACH**

- Easy to implement
- Easily communicated
- Builds on your existing work
- Complementary to existing initiatives
- Inclusive & engaging
- Delivers immediate results

**HIGH-PERFORMING ORGANIZATIONS**

Success is dependent on many different elements of organizational strategy and execution.

**THE 5 KEY ATTRIBUTES**

- **Clarity of vision** → Where are we going?
- **Shared goals, objectives & strategies** → How do we get there?
- **Aligned accountabilities** → Who does what?
- **Agreed values** → How should we behave?
- **External focus & internal alignment** → How do we stay on track?

Most organizations have these five key attributes. However, few organizations are able to successfully integrate all five at the same time. You may have a great strategy, but if you are unable to effectively communicate it, it doesn’t matter. The Accountability Framework® System can help.

**Most organizations...**

- Have a vision
- Build strategies
- Measure organizational performance
- Set objectives
- State values
- Have performance management systems

**But few organizations...**

- Have a compelling vision
- Build easily understood strategies
- Consistently measure the right things
- Set objectives aligned to strategy
- Measure behaviours that support values
- Have effective goal setting and performance management
EXPLORING THE ACCOUNTABILITY FRAMEWORK® SYSTEM

The Accountability Framework® System is a trademarked, top-down, organizational strategy framework, designed to create high-performing organizations through a simple, proven method for aligning staff with the goals and objectives of your organization. It provides an easily communicated context that links individual accountabilities to your corporate or team vision. In short, it translates vision into reality by bridging the gap between strategy and execution.

Our team focuses on developing a tangible, usable end-product with a low touch process that:

• Integrates the elements key to organizational success
• Sets the strategy and builds a context for improved communication
• Details individual accountabilities and the linkage to organizational success
• Drives an understanding of shared accountabilities

WHO CAN BENEFIT?

The Accountability Framework® System can benefit any organization that is looking to revisit their strategy due to:

• Changes in leadership
• A recent merger or acquisition
• Nearing the end of their current strategic plan
• Maturity of the organization
• An increase in funding or budgetary spending
• A change in government policy direction

Or can benefit any organization that is looking to:

• Get clarity on their vision
• Ensure that the right things are being measured the right way
• Get a clear sense of objectives and the ability to effectively prioritize activities to achieve those objectives
• Engage employees to become more productive by aligning effort and accountability
• Develop their organization to be more successful, efficient and effective
METHODOLOGY

The Accountability Framework® System uses five proven steps to facilitate total and measurable strategy implementation and alignment – with all business areas and team members moving in the same direction. These steps include:

1. Accountability Framework®
2. Strategic Action Plan
3. Role Maps®
4. Corporate Scorecard
5. Individual Contribution Assessment

Using the input of your leadership team, this is a complete system for organizational strategy implementation and measurement.

Our proven system builds engagement at all levels in the organization and ensures buy-in at each step. Each step feeds into the next, allowing you to see the progress as it unfolds.

Together we can build a unique, tested, and proven Accountability Framework® System to help you align your organization to a common vision, create an environment where everyone can contribute to your goals, and let natural leaders propel your organization forward.
1. BUILDING THE ACCOUNTABILITY FRAMEWORK®

The Accountability Framework® is a complete framework for strategy implementation based on the input of your leadership team, unique to your organization. This stage is crucial as the Framework sets the foundation that supports and informs the subsequent stages of the Accountability Framework® System.

Through a series of facilitated sessions, we begin by defining your vision, the centerpiece of the Framework, and surround it with the five Success Factors needed to achieve that vision. The Accountability Framework® rests on a base of value based behaviours that must be demonstrated by everyone in the organization to achieve the vision.

The Framework will allow you to speak directly to, and connect with, every individual in your organization through a clearly stated vision and the alignment of key values.

2. DEVELOPING THE STRATEGIC ACTION PLAN

The next step is to build a plan to track and measure all Success Factors for the next three years.

The Strategic Action Plan provides a simple method of linking strategic direction, priorities and measures into one model, based on your Accountability Framework®. For each Accountability Framework® Success Factor it defines outcomes, objectives and performance indicators across the organization.

The Strategic Action Plan acts as a project management tool for the entire organization. This tool can be updated as projects are completed, new ones are added, or projects are stopped.

The Strategic Action Plan can help an organization answer the following questions:

- What Success Factors are overloaded with effort or are being minimally addressed?
- Are these the only projects going on, or have we missed some?
- Are these the right projects to meet the organization’s goals?
- How are the projects being tracked?
- Do we have a process in place to stop projects that no longer make sense?

![STRATEGIC ACTION PLAN](image-url)
3. ALIGNING INDIVIDUAL ACCOUNTABILITIES – BUILDING ROLE MAPS®

Based on the Accountability Framework®, we work with individuals and groups to develop clear roles and accountabilities using a process called Role Mapping®. Every role has a specific Role Map® and collectively, they enable everyone to align their individual efforts, creating an aligned organization where everyone contributes to achieving the vision.

Role Mapping® bridges the gap between a job description, which details functional tasks and responsibilities, and the Accountability Framework® Success Factors.

Role Mapping® is a process for:
- Defining how all roles within the organization contribute to each success factor
- Aligning everyone’s performance with the vision and mission of the organization
- Helping everyone focus on the major accountabilities of their position
- Affirming each employee’s contribution to the organization

PERSONAL ACCOUNTABILITIES

The Role Maps® define and illustrate the accountabilities of individual roles and their contribution to achieving the Vision.

MEASURING ORGANIZATIONAL SUCCESS – THE CORPORATE SCORECARD

The Corporate Scorecard, also known as a Balanced Scorecard, provides a standardized, organization-wide performance measurement methodology with a common set of key metrics across all functions, balanced around the Accountability Framework® Success Factors.

It combines all success measures within a single concise Excel-based report. This report is not meant to replace traditional financial or operational reports – it is a succinct summary that captures the information most relevant to achieving the vision.

TRACKING PERFORMANCE – THE INDIVIDUAL CONTRIBUTION ASSESSMENT

The Individual Contribution Assessment is used as a performance management and coaching tool that aligns individual performance objective setting throughout the organization.

It combines the key components of performance (results and behaviours) and provides a base for feedback, coaching, development and evaluation.

The Individual Contribution Assessment is critical to integrating personal performance with vision and strategy and can be used to enhance your existing performance management system or as a stand-alone solution.
**BENEFITS**

The benefits of the Accountability Framework® System are clear. It will enable you to deliver on your strategy by:

- Providing clarity to your organization’s Vision
- Driving alignment of strategy implementation with your Vision
- Creating impact immediately, and in the long-term
- Ensuring accountability across the entire organization
- Building engagement to achieve results

Aside from the inherent benefits of gaining alignment and clarifying direction throughout an organization, the Accountability Framework® System offers a variety of additional benefits. They include:

- Improved lines of communication
- Reduced overlap and duplication of effort
- Defined, detailed accountabilities for each role within your organization
- A well-balanced suite of projects, aligned with each Success Factor
- Standardized, organization-wide performance management

**THE BOTTOM LINE**

Nautical navigation, like business, requires thoughtful leadership, skilled workers and the ability to successfully navigate through murky waters. Our proven Accountability Framework® System utilizes the power of alignment where all personal objectives in the organization are aligned towards achieving common results.

This means you get a comprehensive organizational strategy framework that will propel your organization to the next level.

The right way.