

Growth & Performance Alignment Toolkit

(With Neurosynchronology principles inspired by Martial A. Peter)

People – Aligned & Accountable

- Every role has a clear owner so nothing falls through the cracks.
- Staff understand each other's strengths, differences, and priorities.
- Teams meet regularly to connect, share, and align goals.
- Ongoing learning is built into the culture — we grow together.
- Conversations are open, constructive, and respectful.

Strategy – Clear, Simple, and Inspiring

- Everyone knows the organisation's big vision and why it matters.
- Each quarter, we set one main focus that drives us forward.
- Supporting priorities are broken into 3–5 key actions for the team.
- Our commitments are visible and tracked so progress stays transparent.
- Success is celebrated, reinforcing motivation and unity.

Rhythm – Consistent Communication

- Teams connect in short daily check-ins to share updates and remove roadblocks.
- Weekly meetings focus on progress, problem-solving, and next steps.
- Monthly sessions allow reflection, learning, and innovation.
- Quarterly reviews keep us aligned with long-term goals.

Accountability – Ownership & Responsibility

- A clear accountability map ensures the right people are in the right roles.
- Financial and operational responsibilities are assigned line by line.
- Major processes have dedicated owners who ensure things run smoothly.
- For specialist areas, we tap into external experts when needed.

Feedback – Listening & Adapting

- Staff input is encouraged and acted on to improve systems and culture.
- Leaders hold Start/Stop/Keep conversations with staff weekly.
- Insights from these conversations are shared and used to improve.
- Feedback loops are closed — staff know their voice leads to action.

Customers – Learning from the Source

- Customer input is gathered regularly, just like financial data.
- Staff connect with customers directly to understand their experience.
- Insights are shared and used to refine our approach.
- Teams act quickly to close the loop and improve the customer journey.

Culture – Living Our Purpose

- Our Core Values and Purpose guide daily decisions.
- Recognition and feedback link back to these values.
- Hiring, training, and recognition systems are aligned with our values.
- Each quarter, actions are taken to strengthen culture and purpose.

Performance – Measured & Visible

- Every team member has 1–2 key measures that show progress each week.
- Each person has a Main Focus Metric connected to the organisation's goal.
- Priorities cascade clearly from company to team to individual.
- Scoreboards make progress visible everywhere.
- Wins are acknowledged, and accountability is shared.

Results – Growth with Balance

- Stronger cash flow, better profitability, and more time back.
- A culture where staff feel connected, customers feel valued, and goals feel achievable.
- Growth that is sustainable, measurable, and people driven.