



FRACTIONAL CHIEF ALIGNMENT OFFICER

90-Day Founder & Organizational Alignment Process

A New Lens for Organizations and Teams

Most organizations know how to assess strategy, operations, finances and performance. What they rarely have is a way to assess **alignment**: whether the right people are in the right roles, using their natural strengths, and whether the organization itself is designed for where it wants to go next.

As Chief Alignment Officer, Susan Joyce Proctor brings a new lens to these questions—beginning with the founder and extending to the team, roles, relationships, timing and future direction of the organization.

Alignment begins with the **Big Why**: the larger purpose that supersedes the What, Who, When and How of the company. *Who are the people bringing that Why to life? How are they naturally designed to contribute? What becomes possible when the Why and the Who are aligned?*

The whole is greater than the sum of its parts.

Alignment Unlocks Flow—and Value

When individual design, team dynamics and organizational direction are viewed together, they can reveal potential value that may otherwise remain unseen—and where misalignment may be blocking its flow.

When strengths are fully utilized, roles make sense, complementary capabilities work together and the organization has the right Who for where it wants to go, human capacity can translate into stronger execution, better decisions, more effective use of resources—and ultimately greater profitability and enterprise value.

The opportunity costs of misalignment can be significant, in terms of both misapplied resources and missed opportunities. Talent may be underutilized. Founder and leadership capacity may be spent where it creates less value. Resources may be invested in the wrong roles, hires or initiatives.

And some of the greatest costs may be what never happens: the opportunity that isn't recognized, the collaboration that isn't considered, or the capability already inside the organization that isn't seen.

When Alignment Matters Most

When a founder is:

- Preparing for the company's next stage of growth
- Considering new offerings, directions or partnerships
- Changing roles or leadership responsibilities
- Bringing new people into the organization
- Sensing that there is more value within the existing team than the current structure is producing

The 90-Day Alignment Process

PHASE

01

Founder, Big Why & Business Vision

Explore the founder's Big Why, vision, role and highest-value contribution alongside the organization's priorities, structure, leadership team and next-stage opportunities. The founder's Align By Design Blueprint™ and current timing are considered specifically through the lens of their leadership role and what the organization's next stage may require.

PHASE

02

Individual & Team Alignment

Key leaders receive individual Align By Design Blueprints™ and private sessions exploring their natural strengths, decision-making, contribution, working patterns, role alignment and timing. The individual findings are then brought together through Team Alignment Mapping to reveal complementary strengths, synergies, gaps, overlaps and capabilities that may not currently be fully utilized.

PHASE

03

Timing & Application

The findings are applied to the organization's priorities, people decisions and timing, including a design-inspired approach to AI that augments each person's natural contribution. Through Future Pacing, we look ahead at the organization that is emerging and ask: Is the current Who aligned with where the organization wants to go next?

The Align By Design™ Lens

Human Design

Energy, decision-making, working and interaction patterns

Wealth Dynamics

Natural contribution and approach to creating value

Vedic Astrology

Individual patterns, natural role and timing

HemaDosha Blueprint™

Constitution, energy, work patterns and nervous-system regulation

No single system provides the answer. The value lies in the synthesis—and in what becomes visible when these perspectives are considered together in the context of the actual organization.

WHAT THE ORGANIZATION RECEIVES

Founder Alignment

Founder + Company Alignment Intake and founder-level Blueprint review focused on leadership role, priorities, timing, highest-value contribution and the company's next stage.

Individual Leadership Blueprints

Align By Design Blueprints™ and private sessions for participating key team members, exploring individual strengths, contribution, working style, role alignment and timing.

Team Alignment Map

An integrated view of the leadership team, revealing complementary strengths, working patterns, gaps, overlaps, synergies and underused capacity.

Business Application & Alignment Roadmap

Application of the findings to actual business priorities and people decisions, ongoing CAO conversations with the founder, and a final Alignment Map & Roadmap for the organization's next stage.

Alignment Unlocks Value

*The objective isn't simply to understand people better. It is to **identify, unlock and more fully use the value already present in the organization—and make more informed decisions about where to invest next.***

Every organization invests significant resources in people. Alignment influences the return on that investment: whether talent is fully utilized, whether leadership capacity is deployed where it creates the most value, whether the right capabilities are available for important initiatives, and whether new hires and partnerships add what the organization actually needs.

Greater alignment can contribute to stronger execution, clearer roles and accountability, better use of founder and leadership capacity, more intentional hiring, fewer costly mismatches, and better deployment of the organization's human and financial resources. And because organizations evolve, alignment isn't static—***the people, roles and structures that served one stage may not be the ones that best serve the next.***

Ultimately, alignment isn't simply about creating a better experience of work. It's about creating an organization capable of producing more of the value that is already possible within it.

ALIGNMENT CHANGES WHAT BECOMES POSSIBLE

Susan Joyce Proctor, MBA, DAI

Fractional Chief Alignment Officer

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