



THE ALIGNMENT BLUEPRINT

Helping organizations align people,
systems, and performance with
greater clarity and intention.

Maryle Malloy | Founder & Brand Architect



THE 50/50 RULE

There are two factors in improving any organization, one is transforming systems, the other is transforming people, both are equally important.



INTRO

The Alignment Blueprint™ is a practical framework for improving the way people, leadership, and organizational systems work together. Lasting improvement does not come from focusing on people alone, or systems alone. It requires both.

When organizations strengthen their systems while also supporting the people within them, they create the conditions for healthier culture, stronger leadership, clearer communication, and better performance.

This framework includes four core components. Each can stand on its own. Together, they create a more complete path toward alignment, accountability, and sustainable growth.



THE 94% RULE

Formulated by Dr. W. Edwards Deming, states that roughly 94% of an organization's problems, defects, or performance variations stem from the system (management's responsibility), while only 6% are due to individual worker errors or special causes.

THE FRAMEWORK AT A GLANCE

Current Condition Assessment

Confidential insight into how employees experience leadership, communication, direction, and the work environment is gathered through our Current Condition Assessment.

Systems Training & Problem Solving

Training, tools, and techniques that help leaders and teams identify recurring problems, uncover broken systems, and create better ways of working.

Performance Management

A practical framework for clearer expectations, better communication, and stronger accountability.

Vision & Leadership Alignment

A guided process for creating a clear, lived vision that strengthens trust and direction.

The Alignment Blueprint™ helps leaders see those patterns more clearly and address them with intention.

HOW THE WORK BEGINS

Organizational Discovery Call

A focused conversation designed to uncover the issues contributing to stress, confusion, misalignment, or stalled performance.

If something in the organization is not working, but the real cause is still unclear, this conversation helps surface what may be driving the problem beneath the surface.



TEAM STRATEGY SESSION

A facilitated session for leaders or teams who need clarity around recurring friction, communication challenges, or opportunities for better systems and alignment.

Together, we identify the issues creating stress or inefficiency and begin to map a more aligned path forward.

Schedule a call to explore whether The Alignment Blueprint™ is the right fit for your organization.





WHAT THIS WORK INCLUDES

The Alignment Blueprint™ can be delivered through consulting, training, guided assessments, and performance management support.

This framework is informed in part by Maryle Malloy's certification training in The New Agreements, along with years of experience applying systems-based thinking, performance management, and organizational improvement principles in real-world settings.

Organizational Alignment

Support for leaders and teams seeking clearer communication, stronger systems, healthier culture, and more aligned internal practices.

Systems Training

Practical tools and methods that help teams identify recurring problems, improve workflows, and build better systems.

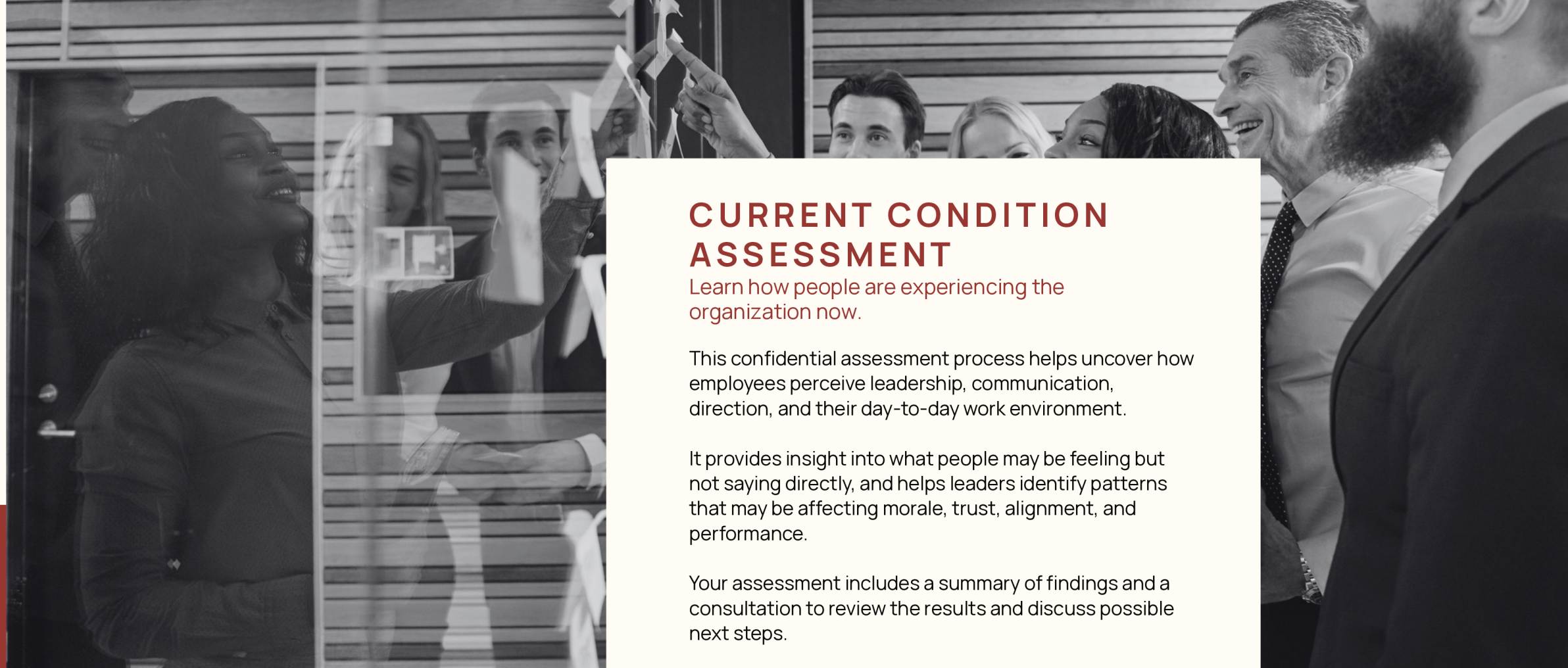
Performance Management

A ready-to-implement framework that supports employee development, clearer expectations, and more meaningful conversations.

Leadership Development

Guidance for leaders who want to strengthen trust, communication, direction, and their ability to lead with clarity and empathy.

ALIGNMENT BLUEPRINT SOLUTION #1



CURRENT CONDITION ASSESSMENT

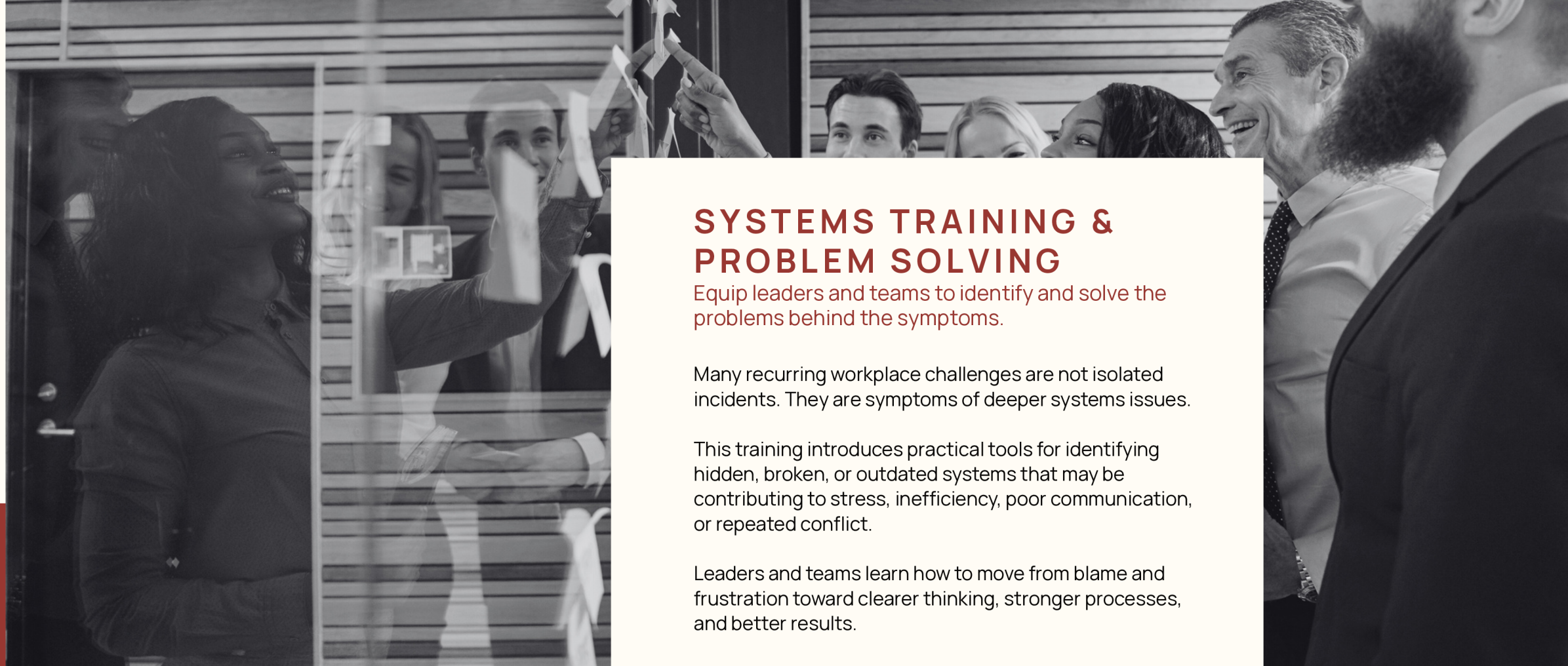
Learn how people are experiencing the organization now.

This confidential assessment process helps uncover how employees perceive leadership, communication, direction, and their day-to-day work environment.

It provides insight into what people may be feeling but not saying directly, and helps leaders identify patterns that may be affecting morale, trust, alignment, and performance.

Your assessment includes a summary of findings and a consultation to review the results and discuss possible next steps.

ALIGNMENT BLUEPRINT SOLUTION #2



SYSTEMS TRAINING & PROBLEM SOLVING

Equip leaders and teams to identify and solve the problems behind the symptoms.

Many recurring workplace challenges are not isolated incidents. They are symptoms of deeper systems issues.

This training introduces practical tools for identifying hidden, broken, or outdated systems that may be contributing to stress, inefficiency, poor communication, or repeated conflict.

Leaders and teams learn how to move from blame and frustration toward clearer thinking, stronger processes, and better results.

GENUINE TRANSFORMATION

Real transformation happens when organizations stop treating recurring problems as isolated people issues and begin examining the systems that shape daily work.

When teams learn how to identify the patterns, processes, and assumptions driving those problems, they can begin to make meaningful change.

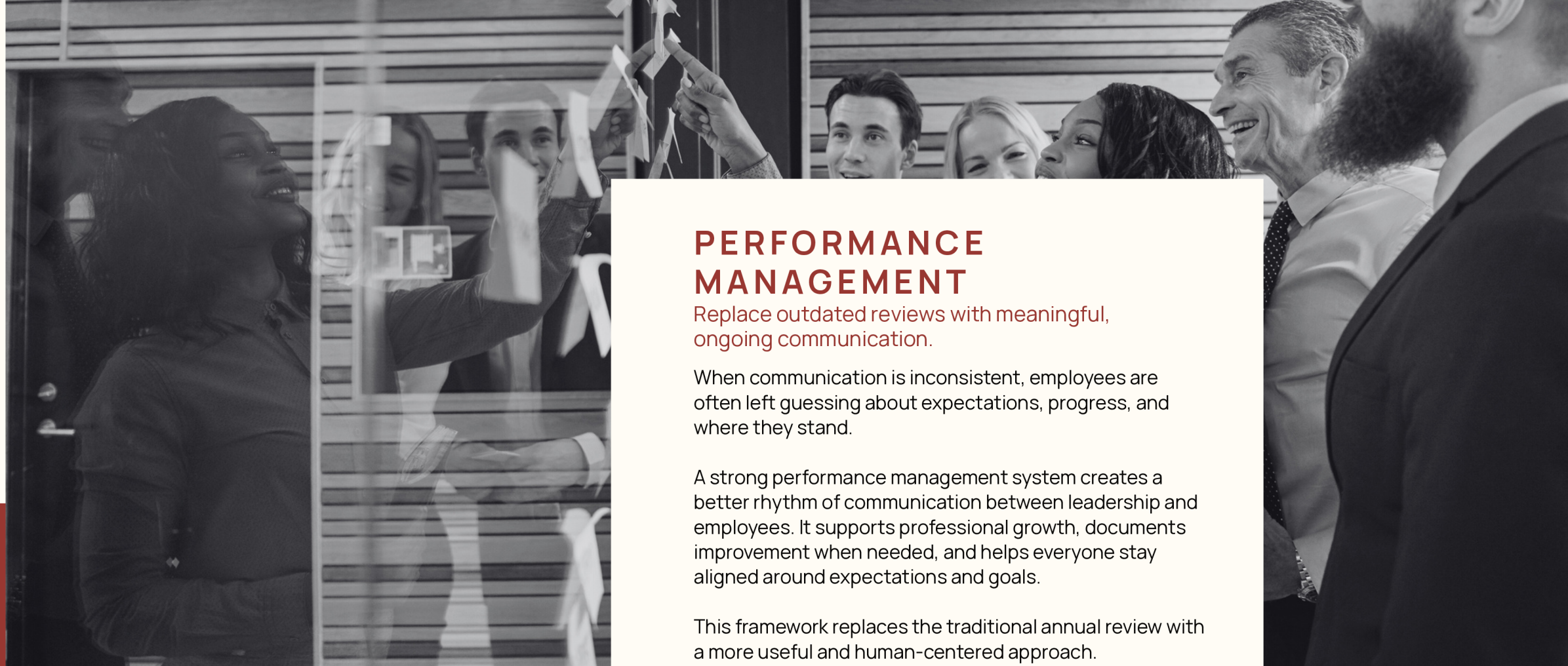
This work helps organizations:

- uncover broken or hidden systems
- improve communication across roles and levels
- reduce recurring stress and inefficiency
- create better processes that support better performance

The goal is not simply to patch what is broken. It is to build healthier, more effective ways of working over time.



ALIGNMENT BLUEPRINT SOLUTION #3



PERFORMANCE MANAGEMENT

Replace outdated reviews with meaningful, ongoing communication.

When communication is inconsistent, employees are often left guessing about expectations, progress, and where they stand.

A strong performance management system creates a better rhythm of communication between leadership and employees. It supports professional growth, documents improvement when needed, and helps everyone stay aligned around expectations and goals.

This framework replaces the traditional annual review with a more useful and human-centered approach.

THE ALIGNMENT BLUEPRINT SOLUTION #4



VISION & LEADERSHIP ALIGNMENT

Create a vision people can recognize, trust, and move forward together.

A clear and credible vision helps shape culture, guide leadership, and strengthen the connection people feel to their work.

When vision is vague or disconnected, teams can lose direction. When it is clear and lived, people experience greater purpose, stronger trust, and a better understanding of what the organization stands for.

This part of The Alignment Blueprint™ helps leaders create and communicate a vision that is genuine, visible, and actionable.





BRAND ARCHITECTURE & STRATEGIC CONSULTING

Helping established businesses, funded startups, growth-stage organizations, and professional practices align their brand, leadership, systems, resources, and relationships to support next-stage growth.

WideWebAdvisor.com
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