



# True Alignment: Linking Company Culture with Customer Needs for Extraordinary Results

*Edgar Papke*

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Alignment is the single most critical business challenge for any organization and its leaders. Without it, inefficiency, conflict, and disengagement will cripple your ability to provide value to your customers.

Companies live or die based on their ability to communicate and deliver on the promise their brand makes to its customers. To do this effectively, leaders need to clearly define the vision and strategies that support that brand intention and ensure these are manifested in the roles, expectations, and goals of each and every member of the organization. A blueprint for businesses of all types and sizes, True Alignment reveals how to:

- Decipher customer expectations
- Define the brand as a solution to the customer's needs
- Turn the unique selling proposition into the mission
- Create a company culture where everyone is aligned to this vision—and responsible for living the brand promise
- And more

Whether you're a manager, a business owner, an executive, or CEO, True Alignment is an essential resource that will help you compete and succeed in today's complex and rapidly changing business environment.

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