

# Alignment Isn't Just for Chiropractors...

Exploring Organizational Alignment

# INTRODUCTION

# CHIROPRACTORS

...use hands-on spinal manipulation and other alternative treatments, the theory being that proper alignment of the body's musculoskeletal structure, particularly the spine, will enable the body to heal itself without surgery or medication

...a pain relief alternative for:  
muscles, joints, bones, and connective tissue,  
such as cartilage, ligaments, and tendons.

# ORGANIZATIONAL CHIROPRACTORS

# ORGANIZATIONAL CHIROPRACTORS

...work towards the proper alignment of the organization's structure and resources, to enable maximum missional effectiveness...without surgery or medication

# KEY ALIGNMENT AREAS

- Goals
- Programs/  
Services
- Staff
- Fundraising
- Board

# STAFF

Contribution

Passenger

Crew

Stowaway

Pirate

Clarity

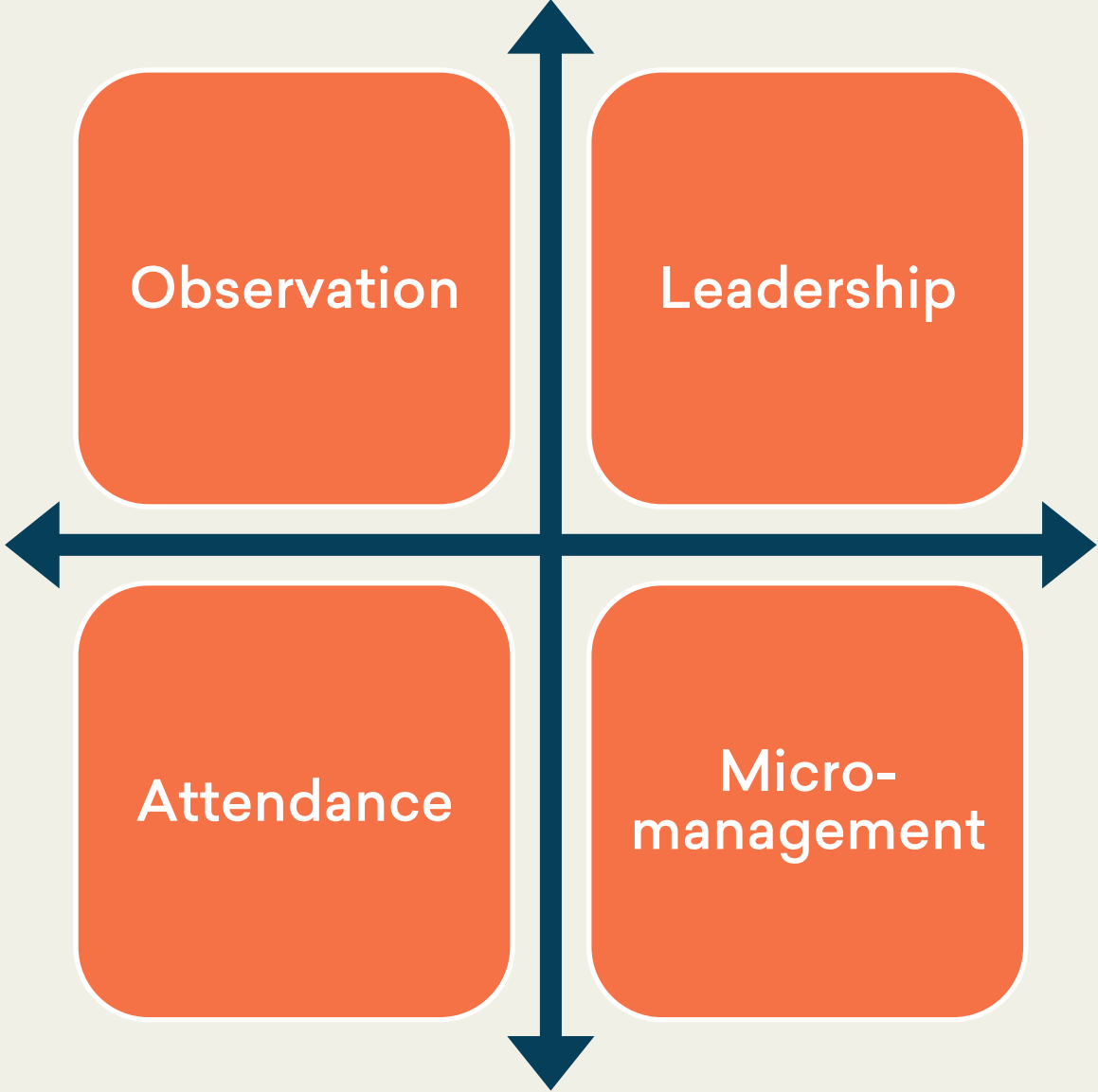
# GOALS





# BOARD

Board  
Engagement



ED Engagement



Adapted from a Governance as Leadership by Richard Chait

# FUNDRAISING MIX



Grant  
Funding

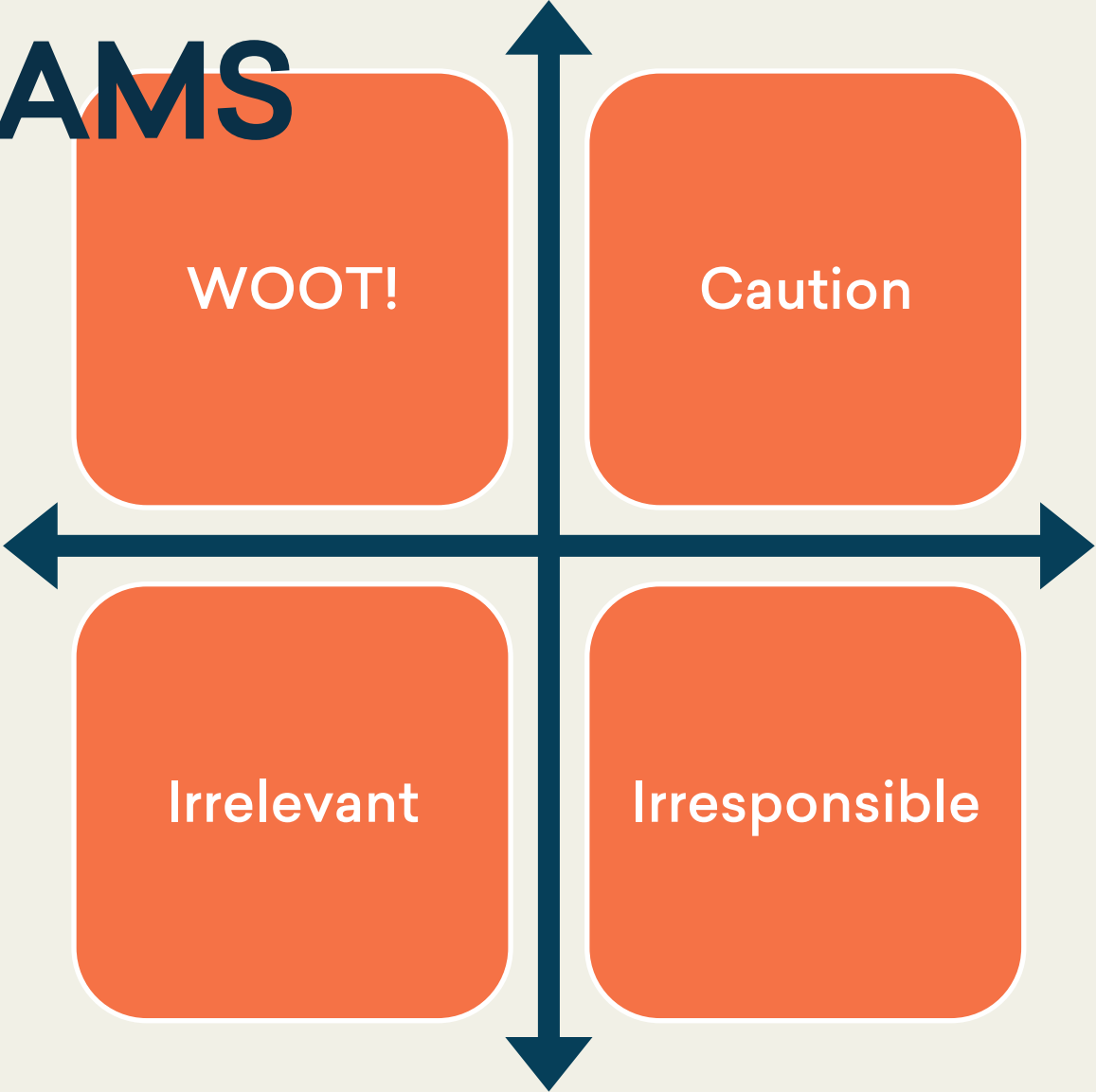


Individual  
Funders



# PROGRAMS

Effort



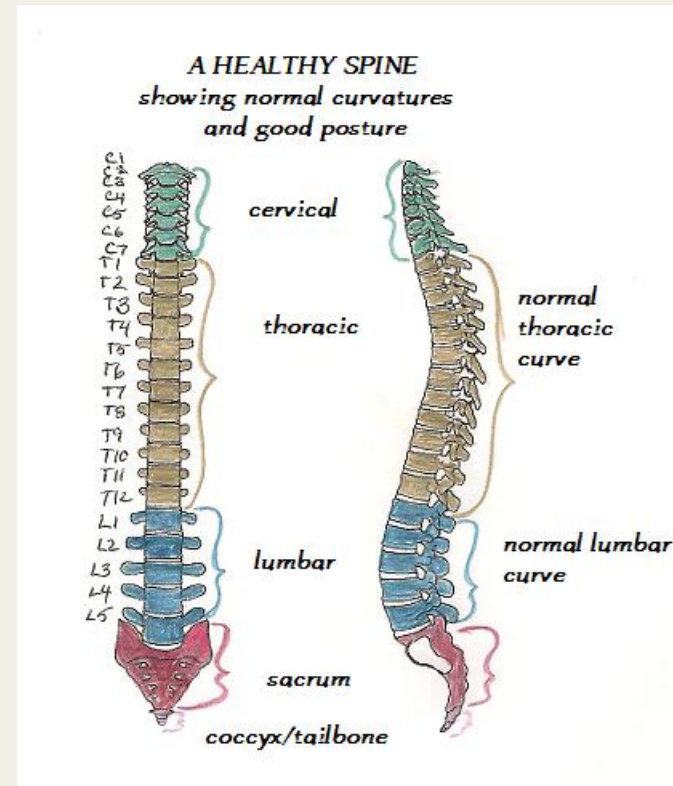
Impact



**HOW ARE YOU  
ALIGNED?**

# ALIGNMENT TOOLS

- Clarity
- Focus
- Time



# NEXT STEPS

1. Which area is your greatest need for adjustment?
2. What is ONE thing you can do move alignment in the right direction in the next seven days?
3. What is one conversation you need to have with your board/staff/co-worker/supervisor about alignment in the next month?

# QUESTIONS

Chris Bennett

[chris@thesparkmill.com](mailto:chris@thesparkmill.com)

804.476.4344

