



Greater Orlando Organization Development Network Meeting

It's All about Alignment

Friday, December 4th - 8:30am-12:30pm

Hosted by

Hilton Grand Vacations Company

6355 Metro West Boulevard

Suite 240

Orlando, FL 32835

Main number 407-722-3100

www.hiltongrandvacations.com

Facilitators:

- **George Labovitz, Ph.D., Founder/CEO of ODI and Professor of Management and Organizational Behavior at Boston University Graduate School of Management**
- **Stan Labovitz, architect and CEO of the Infotool Organizational Analysis Tool**

Session Overview:

Dr. Labovitz's presentation is derived from his bestselling book [The Power of Alignment](#) (Wiley & Sons). The book is based on 30 years of empirical research that shows that organizations that are aligned and integrated outperform their competitors by every major financial measure.

What is meant by alignment? It is that optimal state in which strategy, people, customers and key processes work in concert to propel growth and profits. Aligned organizations enjoy greater customer and employee satisfaction, and produce superior returns to shareholders. Aligned companies focus people and their work on key goals. They de-emphasize hierarchy, and distribute leadership by distributing authority, information, knowledge, and customer data. In an aligned organization, every employee—from the executive suite to the loading dock—understands the strategy and goals of the business. And everyone knows how his or her work contributes to them. Everyone can articulate the needs of customers, internal or external, and what his or her unit must do to satisfy them.

Fred Smith, the Chairman of FedEx, says "Alignment is the essence of management." Dr. Labovitz will share with us how world-class organizations facing multiple challenges focus on the process of organizational alignment to achieve their objectives. He will demonstrate how alignment presents a framework for organizational effectiveness that includes four key competencies that organizations must have in order to maintain a competitive advantage. Stan Labovitz will also share insight on how Infotool is a method that has been used with Orange County Clerk of Courts to support alignment.

For more information, check out: http://www.orgdynamics.com/odi_demo/odi.html

Meeting Details & Website RSVP Procedure:

Our updated version of www.goodnetwork.us has two different methods for RSVP'ing for members and nonmembers. Please visit http://goodnetwork.us/index.php/events/detail/its_all_about_alignment/ to RSVP. **RSVP's must be submitted by no later than 5pm on Monday, November 30th.** An accurate count is critical to providing you with an enjoyable meeting experience, so please update your status to "Decline" online if you can no longer attend.

RSVP for Current Paid GOOD Members: Paid GOOD Members are able to attend this special event at no additional cost. Therefore, members must log into the website before RSVP'ing so that we can verify your status. If you are a paid member without an online profile, please complete the [Registration Form](#) and follow the email instructions to verify your online profile before logging in and RSVP'ing.

All other guests or first-time attendees may attend once for free to check out our organization and determine if you would like to join us as a member in 2010.

Continental Breakfast and Networking will begin at 8:30am.

New Member/Guest Orientation will be held at 8:45am.

Meeting & Program starts promptly at 9am.



Facilitator Biographies

George Labovitz - Dr. Labovitz is the Founder and CEO of ODI, an international management training and consulting company, and professor of management and organizational behavior at the Boston University Graduate School of Management. He counsels senior executives on organizational alignment and strategy execution as well as quality and productivity improvement methodologies.

He has published or contributed to management articles in *Fortune*, the *Wall Street Journal*, *Quality Progress*, and *Quality Management in Healthcare*. He is the co-author of *Making Quality Work* (HarperBusiness, 1993) and lead author of the bestselling book *The Power of Alignment* (John Wiley & Sons, Inc. 1998). Dr. Labovitz has presented keynote addresses to diverse audiences such as world congresses on quality in Singapore, Jerusalem and Euro-Disney to national meetings of the American Hospital Association and the American College of Healthcare Executives. He has delivered numerous presentations to the annual meetings of ODI's international customer base, which includes 12 of *Fortune's* 20 top companies. He has twice been the plenary speaker at the annual meeting of the Federal Quality Institute, and has made presentations to the command structure of the United States Navy, Air Force and Coast Guard.

He holds a BS from Boston University, an MBA from Boston College, and a PhD from Ohio State University. Prior to his graduate studies, Dr. Labovitz served in the U.S. Air Force with the rank of captain, and was a pilot and aircraft commander.



Stan Labovitz - Stanley Labovitz, the architect and CEO of the Infotool Organizational Analysis Tool, spent 10 years with Organizational Dynamics, Inc (ODI). In 2002, Labovitz founded InfoTool with a vision of providing leadership the tool to effectively manage the journey to alignment. InfoTool has represented fortune 1000 companies, worldwide, with locations in 5 countries and has become recognized as an expert in change management.

Labovitz has employed Infotool with fortune 100 companies, including the Agriculture Department and the Business Transformation Agency of the DOD, Staples, Dannon Yogurt, Genzyme Corporation, and many others throughout the world. Much of his work has related to employee engagement, customer focused change behaviors, leadership and Alignment. He has specific expertise in survey design, analysis and culture change.

Directions to Hilton Grand Vacations



We are looking forward to hosting the December 4th GOOD Network meeting. Please enter through our side entrance with the name "Grand Talent & Learning Center," our meeting will take place in the Tuscany Meeting Room.

We are located at:

Hilton Grand Vacations Company
6355 Metro West Boulevard
Suite 180
Orlando, FL 32835
Main number 407-722-3100
www.hiltongrandvacations.com

Directions from South Orlando:

I-4 East to Kirkman Rd. Head N on Kirkman Rd. to MetroWest Blvd. Make a left onto MetroWest Blvd. We are located in a one-story red brick building on the right side of MetroWest Blvd just past the Walmart and apartment entrances.

Directions from North or East Orlando:

Take I-4 to 408 West and then exit on Kirkman Rd. Make a Left onto Kirkman Rd. Take Kirkman Rd. to MetroWest Blvd. Turn right onto MetroWest Blvd. Immediately after the Super Walmart you will make a Right onto MetroWest Blvd. We are located in a one-story red brick building on the right side of MetroWest Blvd just past the Walmart and apartment entrances.

Directions from West Orlando:

Take 408 East to Hiawasse Rd. Make a right onto Hiawasse Rd. Make a left onto MetroWest Blvd. We are located in a one-story red brick building on the left side of MetroWest Blvd.