

SBD INSTITUTE

Training | Research | Consulting

EXECUTIVE ALIGNMENT SERVICES CEO & Leadership Team Alignment Programme

Diagnosing misalignment. Aligning leadership. Sustaining culture.

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Alignment Services

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Engagement Phases

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Differentiators

The Executive Alignment Challenge

Leadership transitions are among the most disruptive forces an organisation can face — not because change itself is destructive, but because transition creates a window of misalignment between the CEO and the unit heads who must execute strategy.

Left unaddressed, this misalignment compounds silently — shaping decisions, slowing execution, and eroding trust before leadership teams realise what is happening.

TRANSITION TRIGGER	COMMON EXECUTIVE MISALIGNMENT
New CEO onboarding	Unit heads holding onto prior leadership's priorities and working style
Post-merger integration	Competing cultures, structures, and strategic mandates colliding at the leadership level
Leadership restructuring	Unclear roles, overlapping mandates, and unspoken tensions between unit heads
Strategy pivots	CEO drives new direction while teams remain anchored to legacy execution frameworks
Executive team expansion	New unit heads entering teams with existing informal power structures

The SBD ALIGN Framework™ moves executive teams from transition friction to operational clarity — through a structured, sequenced intervention methodology.

The SBD ALIGN Framework™ — Executive Edition

Adapted for CEO and unit head contexts — a structured, sequenced intervention methodology moving executive teams from transition friction to operational clarity.

A — Assess

Understand executive team dynamics beneath the surface

L — Listen

Create structured and safe dialogue at the executive level

I — Isolate

Separate root causes from surface-level friction

G — Guide Alignment

Lead the executive team toward shared clarity and commitment

N — Normalize & Sustain

Embed alignment into executive rhythms and governance structures

Core Alignment Services — Overview

Five specialist alignment services covering the full leadership transition journey — from pre-engagement diagnostics to post-merger integration and sustained advisory support:

01 Executive Alignment Diagnostic

Understanding the real state of CEO–unit head alignment before intervention.

02 CEO–Unit Head Alignment Session

Structured facilitation to rebuild shared direction and operating clarity.

03 Post-Merger Executive Integration

Purpose-built facilitation for teams navigating merger or restructuring.

04 New CEO Onboarding Alignment

Accelerating alignment between an incoming CEO and inherited teams.

05 Ongoing Executive Advisory & Alignment Support

Sustained alignment partnership across the transition journey.

Service Details

01

Executive Alignment Diagnostic

Understanding the real state of CEO–unit head alignment before intervention.

WHAT WE DELIVER

- ✓ Confidential executive interviews across the CEO and unit heads
- ✓ Strategic priority alignment gap analysis
- ✓ Role boundary and mandate clarity review
- ✓ Communication and trust gap assessment
- ✓ Post-merger culture divergence mapping
- ✓ Executive diagnostic report

SUITABLE FOR

- Newly appointed CEOs
- Post-merger leadership teams
- Restructured executive committees
- Strategy pivots requiring reset

02

CEO–Unit Head Alignment Session

Structured facilitation to rebuild shared direction and operating clarity.

WHAT WE DELIVER

- ✓ CEO strategic direction shared and understood
- ✓ Unit head mandates clarified
- ✓ Cross-functional commitments agreed
- ✓ Operating norms and protocols established
- ✓ Delivered as half-day, full-day, retreat, or virtual sessions

SUITABLE FOR

- New CEO first 90-day reset
- Post-merger leadership integration
- Annual executive alignment reviews
- Executive team expansion events

03

Post-Merger Executive Integration

Purpose-built facilitation for executive teams navigating merger, acquisition, or restructuring.

WHAT WE DELIVER

- ✓ Merged leadership team alignment
- ✓ Competing strategic mandates resolution
- ✓ Role redesign and clarity facilitation
- ✓ Culture integration at leadership level
- ✓ Cross-entity executive mapping and integration roadmap

SUITABLE FOR

- M&A leadership integration
- Public-private merger structures
- Group-subsidiary executive alignment
- Restructured corporate leadership teams

04

New CEO Onboarding Alignment*Accelerating the alignment between an incoming CEO and inherited leadership teams.***WHAT WE DELIVER**

- ✓ First 90-day alignment accelerator
- ✓ Inherited team relationship mapping
- ✓ Legacy vs. new direction navigation
- ✓ Quick trust-building protocols
- ✓ CEO onboarding alignment plan and unit head readiness briefing

SUITABLE FOR

- New external CEO appointments
- Internal CEO succession
- Acting CEO stabilisation
- Board-mandated CEO transitions

05

Ongoing Executive Advisory & Alignment Support*Sustained alignment partnership across the leadership transition journey.***WHAT WE DELIVER**

- ✓ Monthly or quarterly executive check-ins
- ✓ On-call CEO advisory support
- ✓ Leadership team climate reviews
- ✓ Alignment drift early detection
- ✓ Governance and execution integration support

SUITABLE FOR

- 12-month post-merger support
- Ongoing post-transition advisory
- Leadership team stabilisation retainer

Who We Serve

Our executive alignment programmes are engaged across a broad range of organisational contexts — each with its own transition dynamics:

Corporations & Conglomerates Group CEO and subsidiary leadership alignment	Post-Merger Entities Merged executive teams navigating integration	Banks & Financial Institutions Executive committee and divisional head alignment
Government & Parastatals PS, Director General, and departmental leadership	NGOs & Development Agencies Country director and programme head alignment	Family Businesses Family leadership and professional management alignment

Expected Outcomes

Our engagements end with documented agreements, clear mandates, and action matrices — not just better conversations:

Shared CEO Direction	– CEO direction is understood and owned by every unit head
Clear Unit Head Mandates	– No ambiguity, no overlap in unit head mandates
Faster Decision-Making	– Decision-making is faster and cleaner across the leadership team
Stronger Cross-Functional Collaboration	– Friction replaced with coordination across functions
Resolved Post-Merger Tensions	– Tensions resolved structurally and relationally
Sustained Operating Norms	– Executive operating norms are established and sustained

Our Engagement Process

Every engagement follows a disciplined five-phase process, from diagnostic to sustained advisory support:

01	Pre-Engagement Diagnostic	Confidential interviews with CEO and unit heads; transition context mapping and alignment gap identification. Output: diagnostic report + intervention brief.
02	Intervention Design	Custom session architecture; facilitation framework calibrated to transition stage and team dynamics. Output: session design + facilitation plan.
03	Facilitated Alignment Sessions	Structured executive facilitation; CEO direction-setting; unit head clarity and commitment building. Output: shared alignment agreements.
04	Alignment Synthesis	Consolidate commitments and decisions; establish executive operating norms and accountability structures. Output: alignment summary + action matrix.
05	Stabilisation & Follow-Up	Post-session advisory support; alignment drift monitoring; governance integration. Output: progress reviews + sustained advisory.

Engagement Formats

Half-Day Sessions

Full-Day Off-Sites

Executive Retreats

Virtual Sessions

What Makes Our Approach Different

Organisations choose SBD Institute to facilitate executive alignment because we bring specialisation, neutrality, and outcome discipline to every engagement:

Executive-Level Specialisation

Built for the complexity and stakes of top-team dynamics

Transition-Aware Facilitation

Approach adapted to the specific stage of leadership transition

Structured, Not Conversational

A disciplined framework that drives toward clarity and commitment

Confidential & Neutral

Strict neutrality creating psychological safety for honest dialogue

Africa-Contextualised

Deep roots in East and broader African organisational context

Outcome-Oriented

Engagements end with documented agreements and action matrices

*High-performing leadership teams are not built by avoiding difficult conversations.
They are built by navigating them — with structure, neutrality, and purpose.*

SBD Institute partners with CEOs and their leadership teams to build the alignment that strategy execution demands.

Confidential. Structured. Outcome-Focused.

Contact Us

SBD INSTITUTE

Training | Research | Consulting

Executive Alignment Services

Website www.sbd-institute.com**Email** consult@sbd-institute.com**Phone** +254 796 636 609 | +254 714 866 633**Office** 1st Flr, Cossy Nook Apartments, Bhora Street, off Brookside Drive, Westlands, Nairobi, Kenya