Influitive Maintains Vertical and Horizontal Alignment with e-suite.com

When David Axler was appointed Chief of Staff to lead Influitive's expansion, one of his first acts was to implement a goal management software in order to apply the principles he had learned from Doug Emerson and other management visionaries. That initial software wasn't a good fit: it showed him where improvements were happening in a given week, but didn't bring teams together in a way that sparked the right types of conversation.

Then he was introduced to e-suite.com. It was a game changer.

> *"It enables us to get new members of our team ramped up quickly, because we have a built-in process in our management. Plus, our remote team members have equal footing with the rest of their coworkers because they're active in team conversations. With full visibility into what each person is working on, I can ensure no one ever gets lost in the shuffle, no matter if they're in the office or halfway around the world."*

Axler had long been a champion of "servant leadership" which he likened to steering from the back of a canoe – you "lead from the back" and your people provide the forward thrust. In this model, success in any role requires understanding how it aligns to something greater – your team, department, and company strategy.

Leading from the back requires building a culture of trust, but not the kind of trust that is merely "letting go" and allowing staff to just get on with

The Company

Influitive provides Advocate Marketing software and services that help companies discover, nurture, and mobilize their advocates to accelerate sales and increase customer lifetime value. Advocates sustain engaged customer communities for converting prospects into customers and supporting customer success. Visit www.influitive.com to learn more.

The Challenge

Meet the growth targets for the company by increasing revenue and manage a rapidly growing team, keeping it focused and aligned to the company's strategic goals.

The Solution

Deploy **e-suite.com** to stay focused on the most important tasks.
Establish **vertical alignment**: disseminate company strategy and provide accountability to leadership .
Practice **horizontal alignment**: open up teams and coordinate between teams to ensure everyone knows what everyone is doing, and why.

doing what they think needs doing, A successful climate of trust provides team members with context and priorities. All team members at every level need to understand their role and the team vision, and then have the freedom to find new ways to solve problems. This **vertical alignment** gives people complete understanding of their role and the vision for the team so they can excel and find new ways to solve interesting problems.

Horizontal alignment, on the other hand, is knowing who is working on what, and why. This creates focus, inspires efficiency, and reduces redundancy.

> *"And if you establish alignment both horizontally and vertically throughout an organization, you give people the ingredients required for trust because they know the direction the company should be going. They know that they have space to experiment, and they understand the outputs they're driving to."*

Axler found the Weekly Top 5 invaluable in identifying and executing weekly priorities. He could easily view and analyze the weekly focus, how it related to quarterly goals, even down to how each individual's role relates to team success. "It's tightly connected in respect to turning our strategy into measurable results. It helps us build horizontal alignment and identify those critical connections as we prioritize strategies."

e-suite.com also allowed team leaders to update executives. The platform was the substance and guide of weekly KPI reviews and was a breath of fresh air compared to flat reports and static presentation-style updates. The platform was responsive and enabled drill-down, opening up the work to executive scrutiny and questions. Now with clear, penetrating oversight of what was going on in the company, the executive team could ask the right questions and communicate more effectively back to the teams to fine-tune direction and focus. The entire organization was functioning as an efficient, well-oiled, human-powered machine.

For Axler, e-suite.com injected his organization with the energy of a start-up: Combining vertical and horizontal alignment gave the teams the psychological security to raise questions and bring forth ideas and suggestions, which not only gave team members the ability to live up to their own potential, but also harnessed that potential for the good of the entire organization.

"My advice for any leader who wants to break through the chaos and achieve complete organizational alignment: make visibility a two-way street," said Axler. "When everyone knows the path and has the tools—and freedom—to succeed, all you'll need to do is lead from the back."

Find out how e-suite.com can help you do just that at www.e-suite.com.