

## True Alignment Helps Aviation Services Company to Continue its Global Expansion

### ORGANIZATION

The leading flight planning and flight support services provider for business aviation worldwide.

### ISSUE

To differentiate its brand value and win in its marketplace, the company required an aligned global culture. This included the need for clearly defining the company's culture and a set of key strategies for its alignment and leadership. Throughout the company, leaders were lacking a framework and set of competencies required to implement alignment throughout its operations across 25 different countries.

### OUTCOME

Since incorporating the True Alignment framework and methodology in its strategic planning and implementation, the company has increased its market presence and grown globally, including expanding its operations in Africa, Hong Kong, and China. It has also effectively increased its presence in Europe and the Americas.

### PROCESS

The consultation process started with an introduction of the True Alignment framework to the executive team, including data collection to identify the organization's strengths and to explore the source of its performance challenges. Using the True Alignment Culture Assessment, the company conducted a worldwide assessment of its culture, including the identification of geographical subcultures. This resulted in a comprehensive strategy aimed at aligning the company's culture, including the ongoing coaching of its leaders. The CEO and executive team developed a set of key strategic initiatives to support the alignment and development of the company going forward.

### Consultant/Company

Edgar Papke, Creator of True Alignment®, and The True Alignment Company

### Country

U.S.A.