



Aligning organization to strategy

Newsletter - Volume 13 - October to December 2010

Ethical corporate strategy

In the early 70's Milton Friedman argued that "a corporation's purpose is to maximize returns to its shareholders, and that since, only people can have social responsibilities, corporations are only responsible to their shareholders and not to society as a whole". This conception of the economy was awarded by the Nobel price, and world leaders fell in behind him. However, today, we suddenly realize that this economical pre-

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Aligning organization to strategy

Recently a CEO was looking for a way to improve the company's ability to implement its strategy more effectively. From our experience, we know that strategy implementation depends on how well the organization is aligned with its strategy.

Unfortunately, most companies do not take such a view of the organization. Instead they develop disconnected initiatives which could eliminate a sense of

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Video from founder



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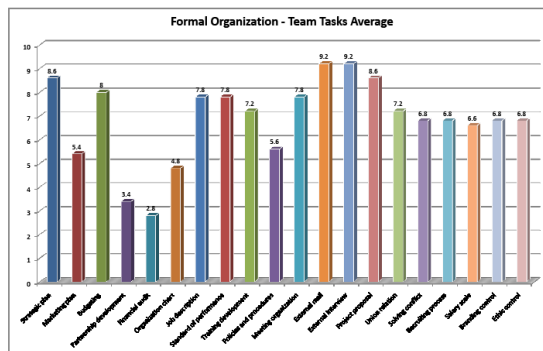


Newsletter Spotlight

Today, major Business Schools understood the necessity to observe organizations from a critical point of view, rather than the systematic approach of a practical management.

[SciencesPo - CSO](#)
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Organizational audit process



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Leaders must constantly monitor and analyze the implications of industry trends, and the changing customer wants and needs must drive the reengineering of their existing organizations. Undoubtedly, today's volatile business environment can be challenging and an ongoing strategic planning process is essential to the health of their companies.

Leaders may also find difficult to dedicate substantial time and talent resources required for a

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