Next:
Common use cases

Micro Method

Alignment Plan

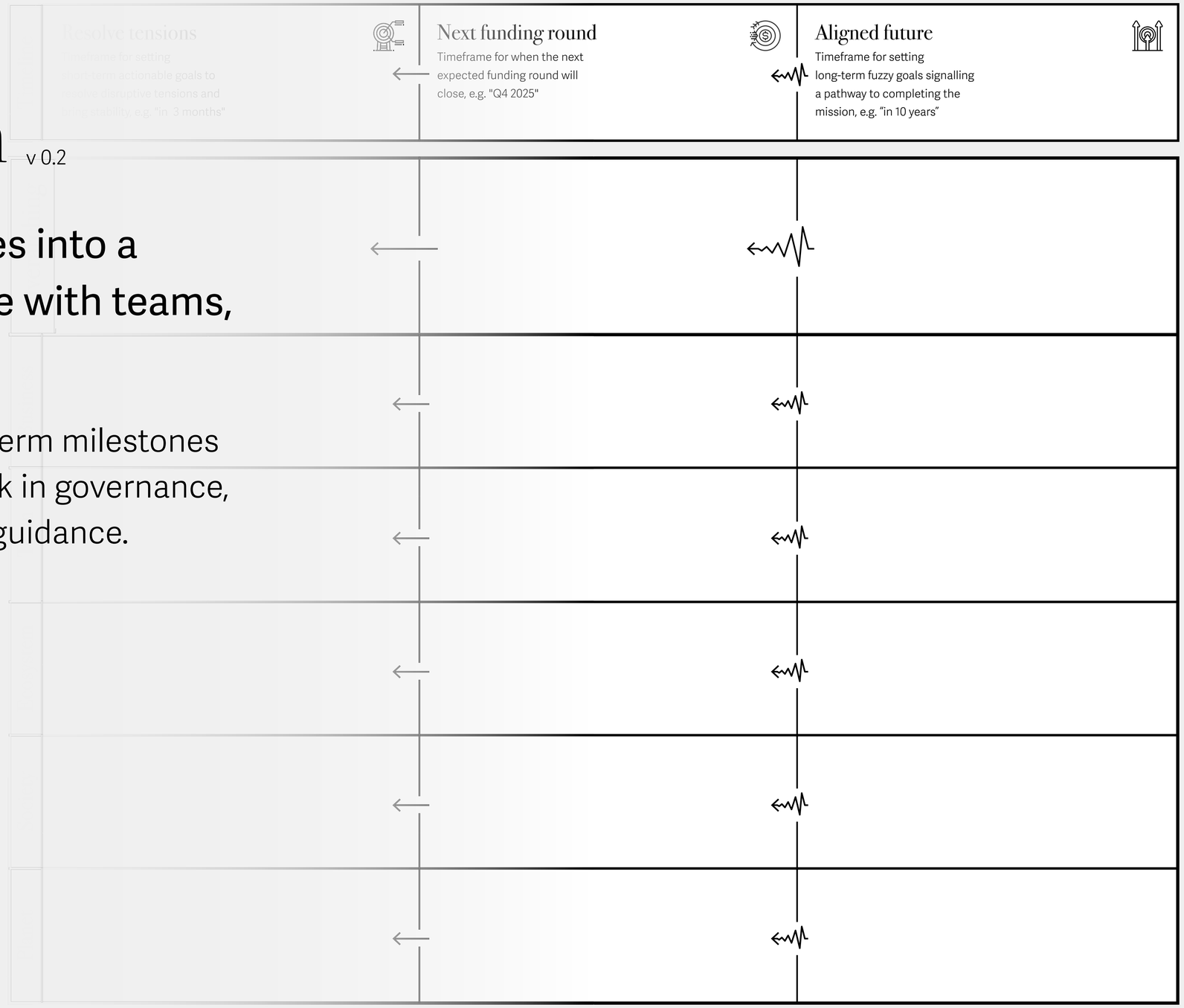
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Translate your Alignment strategies into a high-level, actionable plan to share with teams, boards, and other stakeholders.

Plot clear short-term goals and fuzzy long-term milestones that align with your company's mission, lock in governance, support fundraising, and provide strategic guidance.

- Team
- Business
- Governance
- Ecosystem
- Society
- Planet

Learn more at **project-align.org/alignment-plan**



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Next: Instructions & tips

Build an Alignment Map to **help reframe commonly experienced tensions into long-term opportunities**

Tension

*We're unsure how to **balance short-term priorities and fundraising needs** with our long-term vision!*

Opportunity

Create a clear plan that connects your short-term needs with long-term vision.

- How can we articulate our long-term vision through a set of fuzzy goals that give a holistic sense of direction and purpose?
- How can we ensure our short-term priorities support and build momentum towards this vision by resolving key tensions?

Tension

*I'm struggling to demonstrate to the team that we're **fully committed to the mission while also addressing short-term tensions!***

Opportunity

Re-energise teams short-term, through a mission-aligned long-term plan.

- What is it about our short-term activities that are causing tension with the team?
- How can we adapt internal communications and our working rhythm to demonstrate how addressing short-term tensions will unlock the fundraising needed to truly pursue our mission?

Tension

*I need to share a strategy with the board that balances growth and impact, to **help select the right investors for our next fundaraise!***

Opportunity

Present a long-term strategy that helps you select preferred investors.

- When do we want and need to fundraise by, and what needs to be done to prepare for that?
- Which potential investors share similar incentives and would help us achieve our long-term commercial and impact fuzzy goals?

Tension

*I'm concerned we **don't have the governance framework needed to lock in our mission** as the company grows!*

Opportunity

Design a governance framework that protects your mission as you grow.

- Which founders, planet & society experts, and neutral ecosystem players could sit on the board and take ultimate responsibility as stewards for the mission?
- How can we lock the mission into our legal documentation and financial governance?

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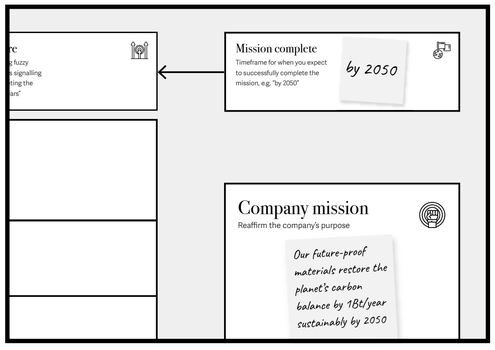
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Next:
Build your Alignment Plan

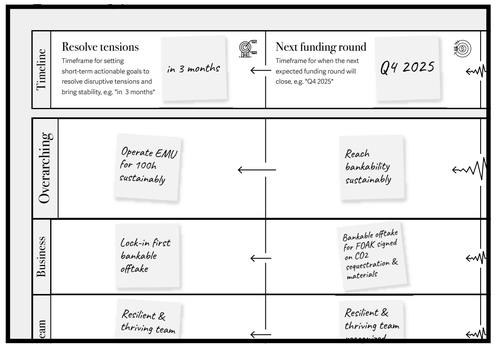
1



Reaffirm your mission

Begin by writing your company's mission in the box on the right. Set the timeframe for when you expect to successfully complete the mission in the timeline above.

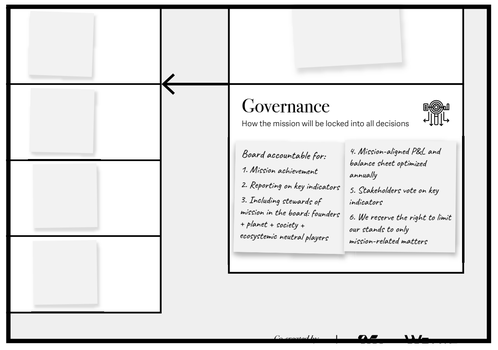
2



Set clear & fuzzy goals

Define a timeline and set goals - for long-term Alignment, the next funding round, and to resolve short-term tensions - along each dimension. The closer to now, the clearer the goals should be.

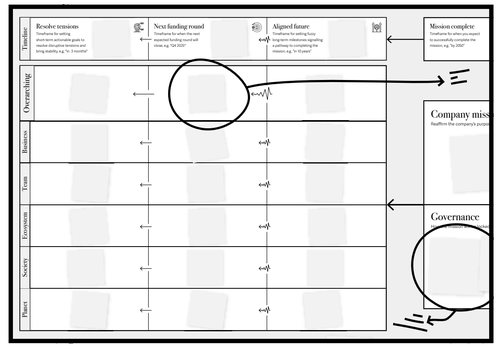
3



Integrate governance

Explore frameworks, structures or initiatives that will lock your mission into the company's governance and ensure alignment across all decisions and actions.

4



Communicate the plan

Review and refine your plan to ensure it's clear and actionable, then share it with teams, boards, and stakeholders to build alignment, trust, and engagement.

Tips for success

Use insights from other Micro Methods

Build your plan using the goals, impacts and strategies you mapped through the Long-term Company Goals, 360° Impact Map and Ecosystem Map Micro Methods.

Alignment dimensions

As well as overarching goals along the timeline for key strategic outcomes, also consider how goals for team, business, ecosystem, society, and planet reflect the type of company you're building and how each stakeholder will perceive them.

Work back from fuzzy to clear

Your timeline must be clear and realistic short-term, whilst providing long-term direction to the mission, through fuzzy goals - set these first and work back.

Mission-aligned governance

Through board composition, stewardship, accountability, legal and financial governance, explore how you will lock your mission long-term.

Practical bits

- The Alignment Plan Micro Method is the last page of this PDF.
- Use in the format most suited to your needs: print it out and scribble on top, scale to A1 and gather round with post-it notes, embed into Miro, Figma or your favourite presentation tool and type on top.
- Designed for rapid ideation and collaboration with co-founders and colleagues, it's recommended to then create a presentable version for different stakeholder groups.
- Learn more at **project-align.org/alignment-plan**

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Company:

Created by:

Date:

Timeline

Resolve tensions
Timeframe for setting short-term actionable goals to resolve disruptive tensions and bring stability, e.g. "in 3 months"

Next funding round
Timeframe for when the next expected funding round will close, e.g. "Q4 2025"

Aligned future
Timeframe for setting fuzzy long-term milestones signalling a pathway to completing the mission, e.g. “in 10 years”

Mission complete
Timeframe for when you expect to successfully complete the mission, e.g. “by 2050”

Overarching

Business

Team

Ecosystem

Society

Planet

Company mission
Reaffirm the company’s purpose

Governance
How the mission will be locked into all decisions

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