

the TOTAL ALIGNMENT *Update*

June-July 2009

Issue: 2



We are pleased to share advances in Total Alignment concepts and their application worldwide. We hope you will find the information valuable during these times of change. We look forward to your feedback and suggestions.

Infotrac Launches Twin Websites



Infotrac, the home of *Total Alignment* and *One Page Management* launches two new websites in June 2009. The first, www.infotrac.com is a new version of the company website that features complete updated information about the Total Alignment and One Page Management concepts and implementation approaches.

The second, www.riazkhadem.com features background information about Dr. Riaz Khadem as well as articles, interviews, news, and

In This Issue

[Infotrac Launches New Websites](#)

[News](#)

[Bailout or Cash Infusion could Hide Your Best Opportunity](#)

News

Dr. Riaz Khadem traveled to the Middle East and to Spain in June 2009.

He visited business leaders in Madrid, Zaragoza, Barcelona, and Pamplona.

In July he will be traveling to Mexico to spend time with clients and to promote his books.

Press Releases

Dr. Riaz Khadem begins collaboration with Speakers Network Worldwide in North Carolina, U.S.A.

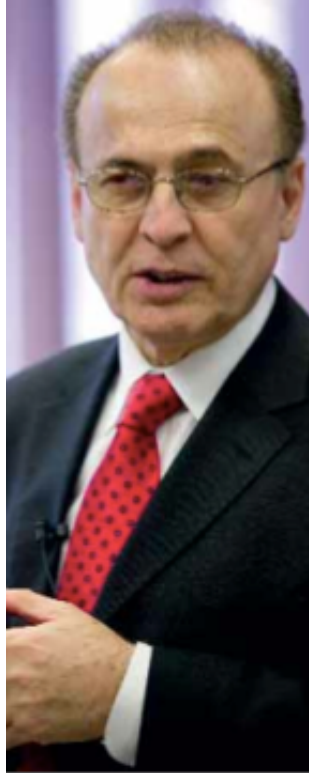
He is also collaborating with *Thinking*

videos. Both sites are available in English and Spanish. The sites were developed by 3lemon, a marketing and web design firm in Zaragoza, Spain.

Navarra Business Journal interviews Dr. Khadem

The April 2009 issue of *Negocios en Navarra* devoted its cover story to an interview with Dr. Riaz Khadem, a visiting business consultant from the United States of America. The interview, entitled Creativity versus Crisis, covered a range of topics from the economy to a management system described in Dr. Khadem's book [Total Alignment](#). The interview was conducted after Dr. Khadem's address to Human Resource directors of major companies in Navarra, Spain.

The questions addressed by Dr. Khadem were: what should companies do during these difficult times? Are we facing only an economic crisis or a crisis of values? What are the challenges facing the business community? How do you see the future? What is Total Alignment and how is it implemented?



Heads, the premier speaker's network of Spain. Thinking Head's weekly Sunday column, developed in collaboration with [Grupo Vocento](#), included an [article by Dr. Khadem](#) in its May 3rd, 2009 issue.

Grupo Vocento is the leading multimedia communications group in the general press market in Spain.

Total Alignment

Challenges past assumptions and introduces a tool for managing scarce resources so critical to survival in times of crisis.

[Join Our Mailing List!](#)

Nasr Khadem is interviewed in Spain on Punto Radio broadcast to Navarra



Nasr Khadem, Executive VP of Infotrac was interviewed by co-hosts Marta Martínez of Punto Global, Santiago Echarren of Difusión and Sergio Lujambio of Crecento. The radio show was broadcast on June 24, 2009 to listeners in Navarra, Spain. It focused on how Total Alignment could help companies clarify their vision in measurable terms, reflect on their strategies and examine their processes of strategy execution - all so vital to survival during these difficult economic times.

A Bailout or Cash Infusion

Could Hide Your Best Opportunity

By Riaz Khadem

The current world economic recession holds exciting opportunities for every business in every country. The future can be bright for those organizations that are forced to be creative to survive. Companies are on the verge of unprecedented innovation if they but recognize and take advantage of the opportunities around them. The greatest opportunity that the current crisis provides could be the opportunity to put our house in order. Bailout packages and other financing and cash infusions tend to hide this opportunity. Yet it is a golden opportunity and no time is better than now to exploit it.

Falling in Love with the Status Quo

When everything is going well - customers are buying, suppliers are delivering and employees are engaged in productive work - we tend to fall in love with the status quo. We want everything to stay the way it is, and with that constant, we want to devise strategies to improve the top line and control costs, thereby improving profits and increasing our compensation.

The current crisis is telling us that the world can no longer tolerate this luxury. Customers, being affected by the crisis, are not buying the way they used to. Suppliers cannot deliver on time and at the same or lower prices without going out of business. Employees cannot always adapt quickly to rapid changes in the work environment. And focusing on the top line is increasingly difficult.

The crisis is a blessing in disguise. It is actually good for us as it shakes us out of our complacency. Without it, we would continue our love for the status quo, and would fall in the trap of protecting it at all cost as if it were our goal, rather than a means to a higher goal.

Crisis to Victory

Those organizations that appreciate the value of crisis are open to change. Searching for new thinking that is fit for the future will not only help them ride the downturn, but will also enable them to emerge stronger than before. For them, the crisis is a precursor to victory. If they are able to infuse their organizations with a culture of openness to new thinking, learning, action and reflection, then the continuous cycles of crisis and victory will enable them to grow from strength to strength.

So, instead of working harder to stay afloat or gain market share, leaders are forced to work smarter. That means they have to look at the fundamental assumptions behind their treatment of customers, suppliers, employees, and compensation. They must change them, and find creative ways of serving these relationships.

Putting our House in Order

While the crisis demands attention to both the top line and cost controls, spending all the resources on this pursuit is short sighted. What is most needed is to put our house in order. What does this mean? It means working more effectively, more systematically and in full alignment. It begins with looking at our business with a fresh perspective, questioning what it is about, what it hopes to accomplish, what strategy it needs, and putting in place processes necessary to achieve a new vision aligned with the realities of the future. It requires the full understanding of vision and strategy by every person in the organization and involvement of each person in the pursuit of a common goal. It implies aligning the activities of each person with the organization's vision and strategy, and using a system to navigate the aligned state quickly and effectively - especially when strategic directions change.

Infusion of Cash is not Always the Answer

It is ironic that the cash infusion that helps the recession from deepening or companies from collapsing could have a negative effect. Something that is good could also be bad for business. The infusion of cash may hide structural, management and operational problems and permit us to keep the status quo when what is really needed is change.

Financial assistance enables us to keep doing what we have been doing perhaps with minor adjustments. And when the economy improves, it would help us keep on keeping on. We might not even realize that what happened in the process was that we missed the opportunity to make major changes needed for survival now and growth in the future. We might not realize that we have put a bandage over some fundamental flaws and have delayed their devastating impact until some future time.

Twofold Benefit

The benefit of this house ordering is twofold. It maximizes the return on the highest investment any company makes - its people - by becoming more organized, more focused, more systematic, more united, more aligned. And it builds a tool for navigating strategy, a tool that is necessary for steering the business through all economic weather conditions. Building this alignment tool for the future could be taking advantage of the greatest opportunity now hidden during these turbulent times.

Infotrac, Inc.
Atlanta, GA USA
<http://www.totalalignment.com>
<http://www.riazkhadem.com>

Forward email

✉ SafeUnsubscribe®

Este correo electrónico ha sido enviado a nkhadem@infotrac.com

por nkhadem@infotrac.com

[Actualizar perfil/dirección de correo electrónico](#) | Eliminación instantánea con [SafeUnsubscribe™](#) | [Política de privacidad](#).

Email Marketing by



Infotrac, Inc. | Home of Total Alignment and One Page Management | Atlanta | GA | USA