

# Guide: Strategic Alignment



**Document owner: Ronald Macintyre**

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# What is a Strategic Alignment Score?

## Introduction

Stage 3 is where you start to define the need in relation to your organisation. As part of defining the needs statement the platform allows you to set a series of strategic questions at a project level which will help you and your team to refine and develop a deeper understanding of the needs. The scores from those questions give you a Strategic Alignment Score and are folded into the EBNScore allowing you to rank and prioritise needs.

## How the Strategic Importance Scoring Works

Building confidence in the needs you have identified is a key part of EBNLab, at Stage you the focus shifts subtly from asking whether this needs represents an opportunity, to asking you to consider that opportunity in the context of your organisation and its capabilities. The Strategic Alignment Score is a measure of that allows you to assess that fit.

As a process it is vital that the consideration of the questions is done with others, this will help you generate a deeper understanding of the need as you refine and develop it. We have provided [a series of tools](#) to assist with those discussions. In addition, we can facilitate a session with you through EBNWorks. The outcomes of discussion, the evidence used to support assertions, and outcomes of any tools used should be added as evidence.

The questions can be set at a project basis, to reflect your specific needs. Once a project begins, they cannot be changed. The questions fall into three main categories which draw on [the IDEO framework](#). These are:

- Viability Questions, which assesses the value of the opportunity
- Feasibility Questions, which assess the technical challenge and organisational abilities to meet the need
- Desirability Question, which assesses the degree to which it means a critical need.

Together these questions form the basis of the Strategic Alignment Score and the EBNScore for the need. It is worth repeating that you will get the most value from this process if you work with others to critically engage with the questions as part of your iterative development of the need statements.