Creating alignment at the executive level is essential to building and maintaining a healthy organization. There is probably no greater frustration for employees than having to navigate the politics and confusion caused by leaders who are misaligned. Even the slightest bit of daylight between executive team members can cause an overwhelming effect on employees below. There are six simple but critical questions that need to be answered, eliminating all discrepancies among team members. The six critical questions include:

1. **Why do we exist?**
   The answer to this question will yield a core purpose, or the fundamental reason the company is in business.

2. **How do we behave?**
   This question examines behaviors and values required for success.

3. **What do we do?**
   This answer provides a simple, direct explanation of the business.

4. **How will we succeed?**
   This question requires the team members to develop a strategy.

5. **What is most important, right now?**
   The answer to this question is the establishment of a unifying thematic goal and action plan.

6. **Who must do what?**
   This question addresses roles and responsibilities.