

Alignment and Misalignment in Knowledge-Based Enterprises

The Monieson Centre
Knowledge Exchange Presentation
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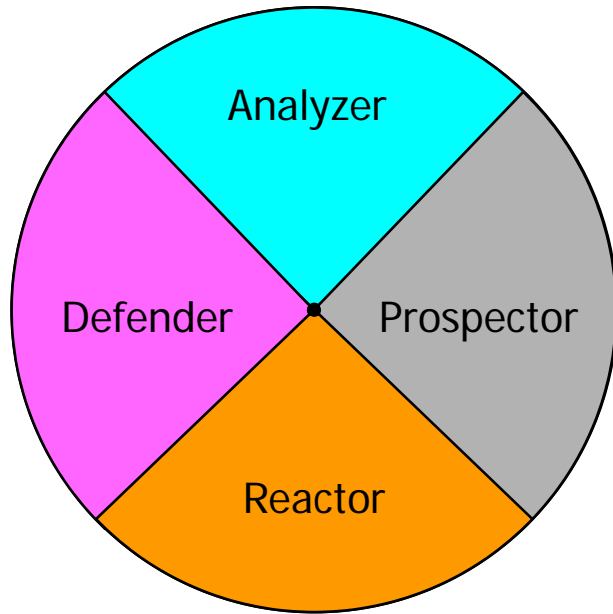


Alignment Hypothesis

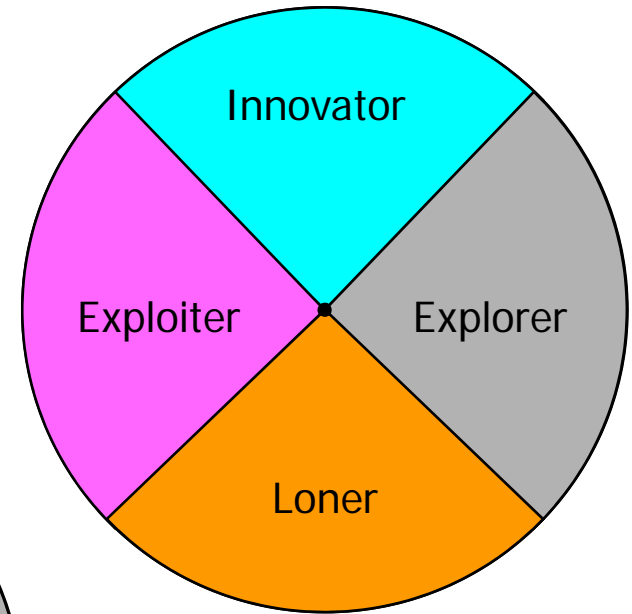
	Aligned	Misaligned
High Performance	Theorized	Unexpected
Low Performance	Unexpected	Theorized

Strategy Typologies

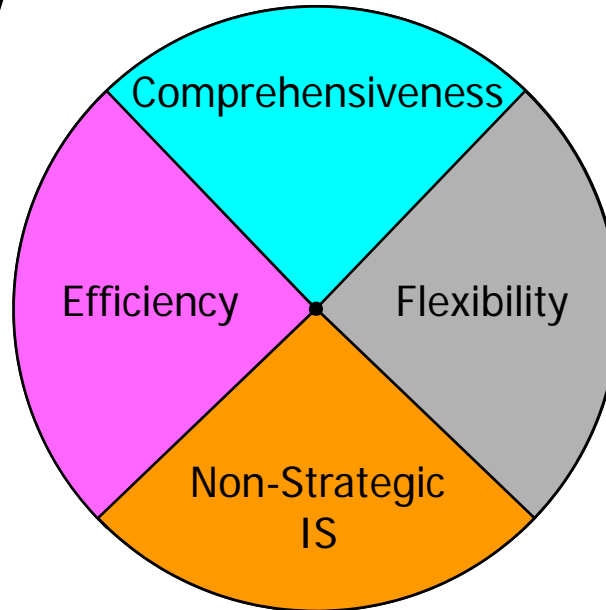
Business



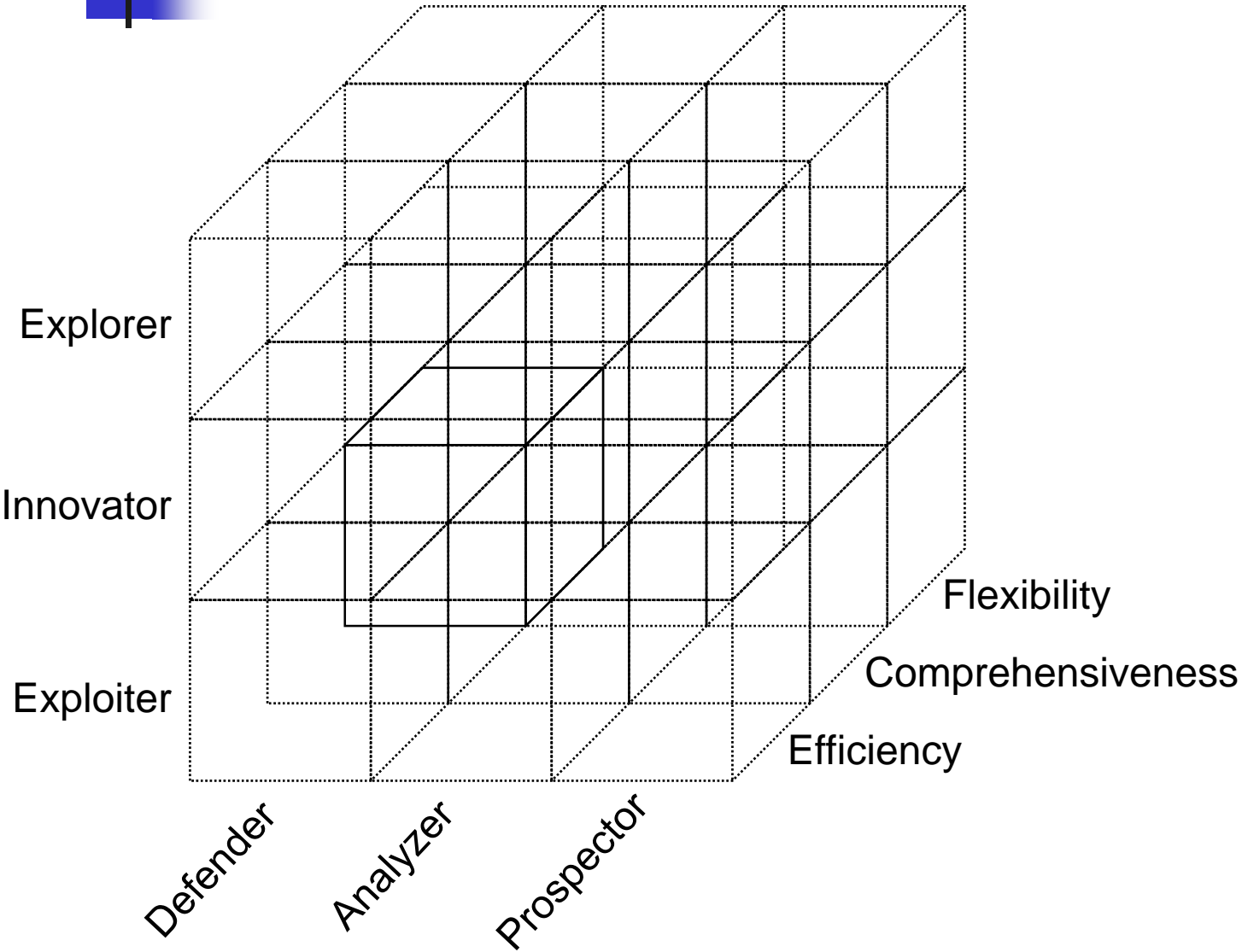
Knowledge



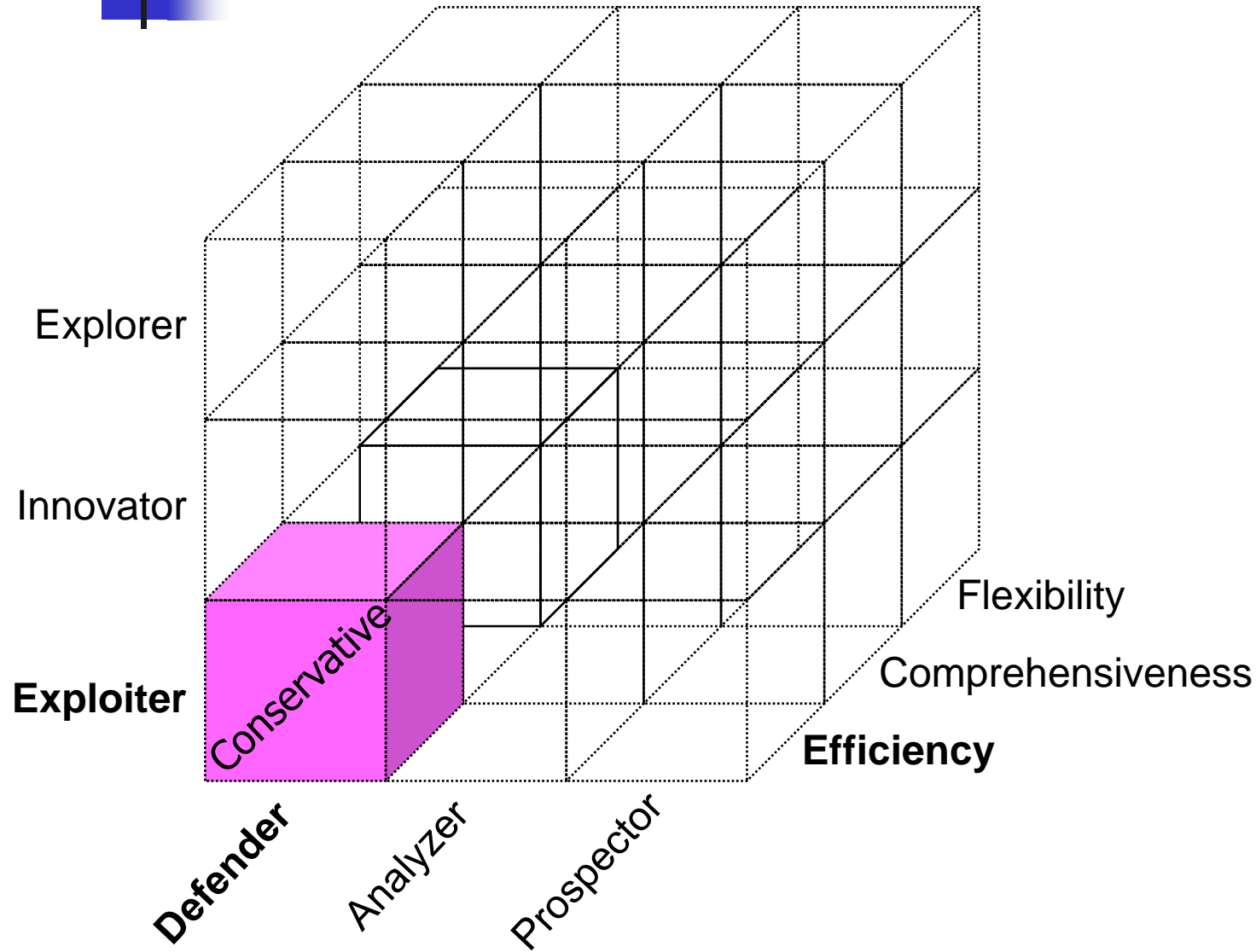
Information Systems



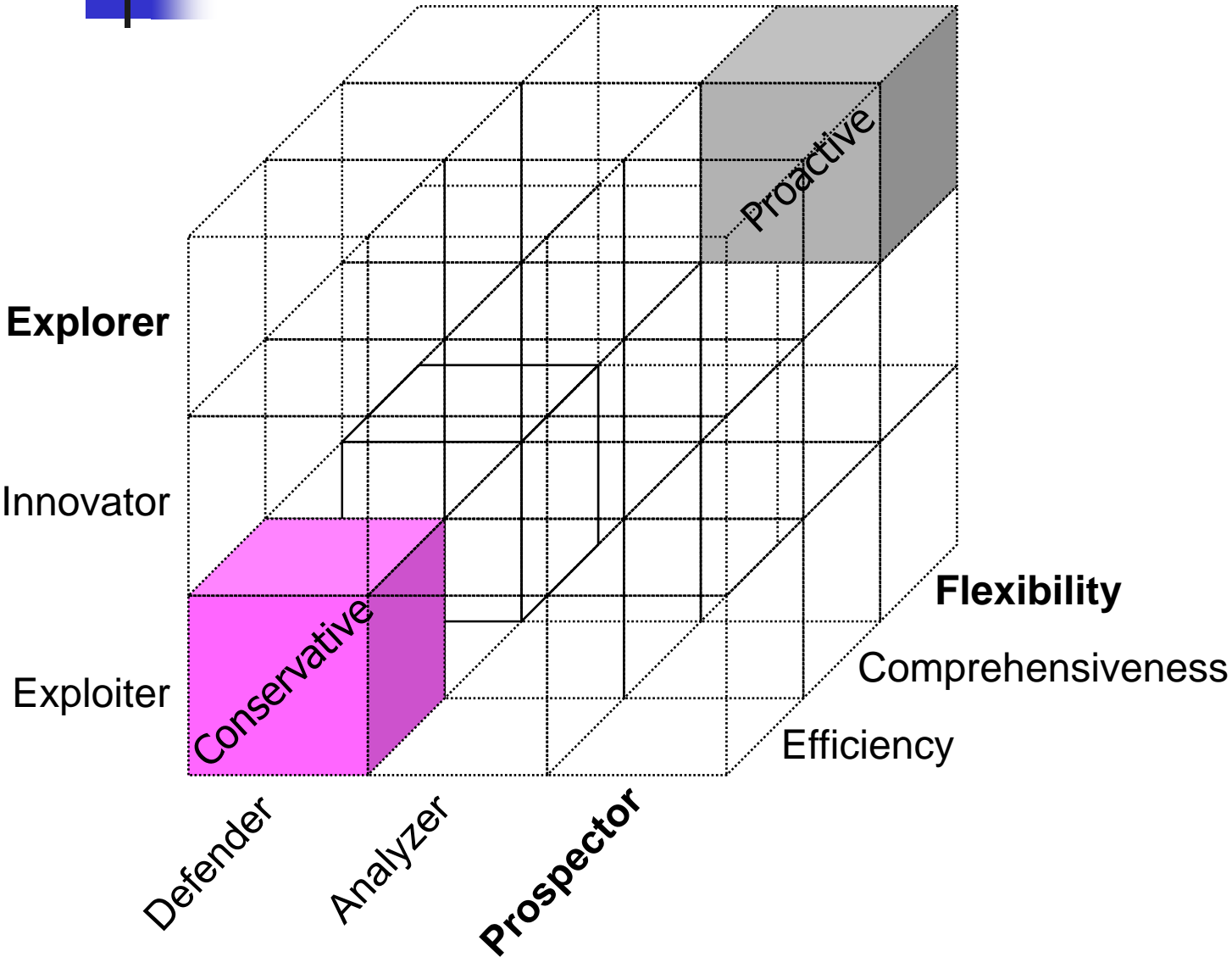
Fit Between Strategies



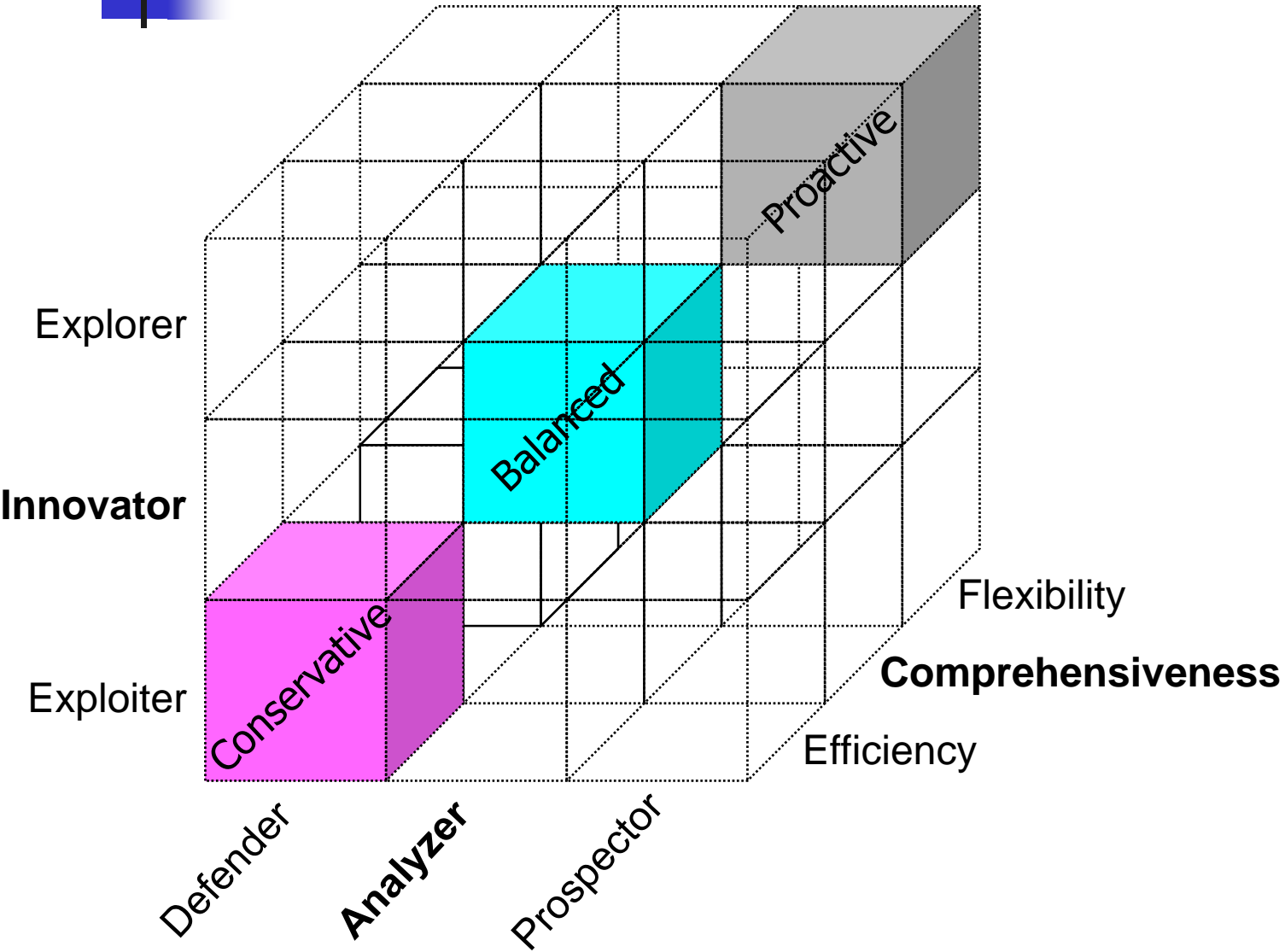
Fit Between Strategies



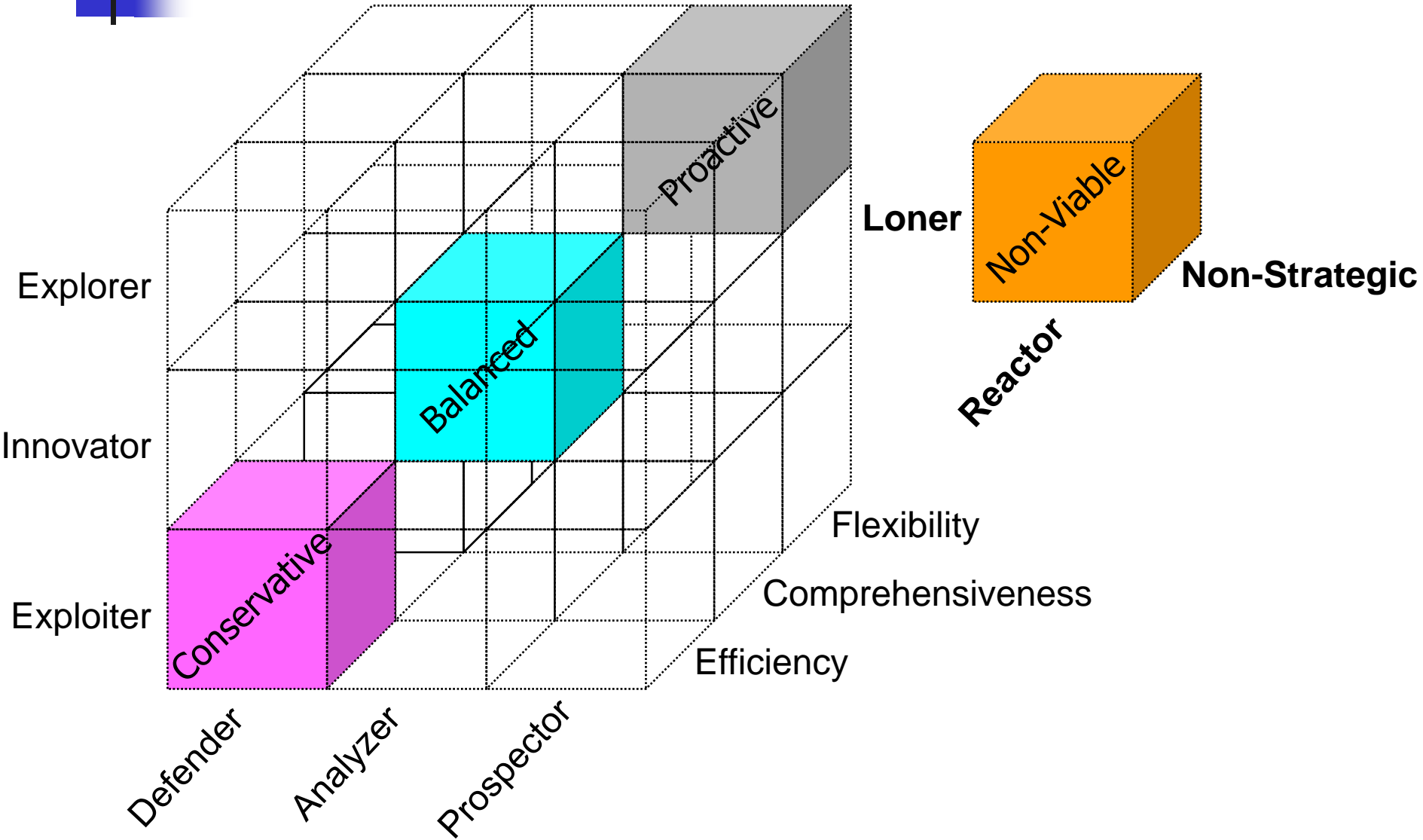
Fit Between Strategies



Fit Between Strategies

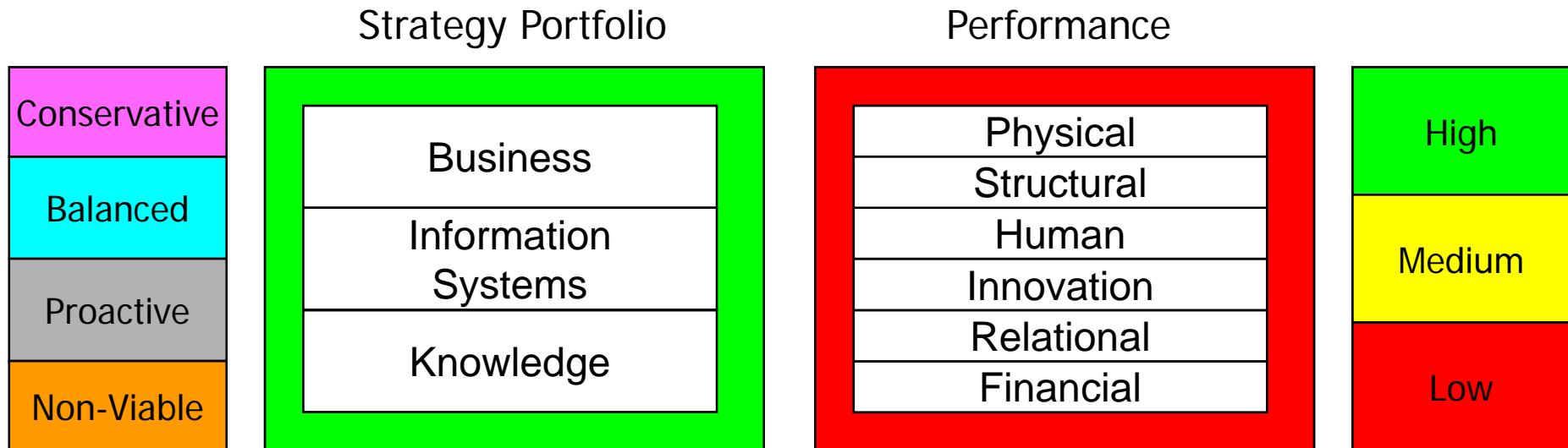


Fit Between Strategies



Case Study Approach

- Eight Case Studies
 - Knowledge-Based Enterprises
 - Legal, Education and Business Services

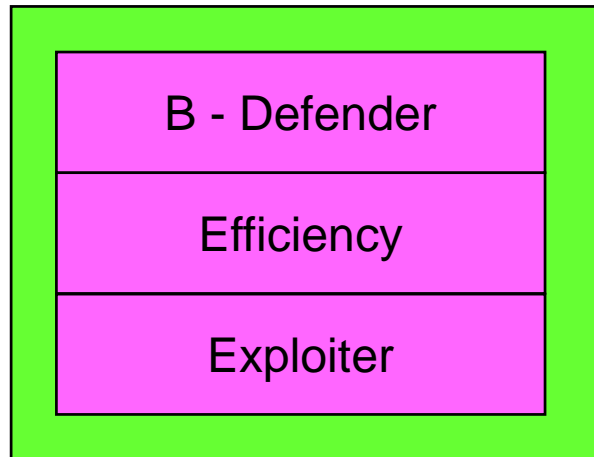


Case Organizations

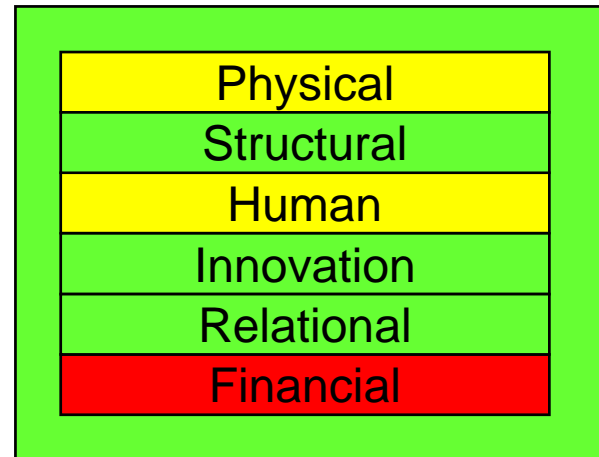


Leg Serv

Strategy Portfolio



Performance



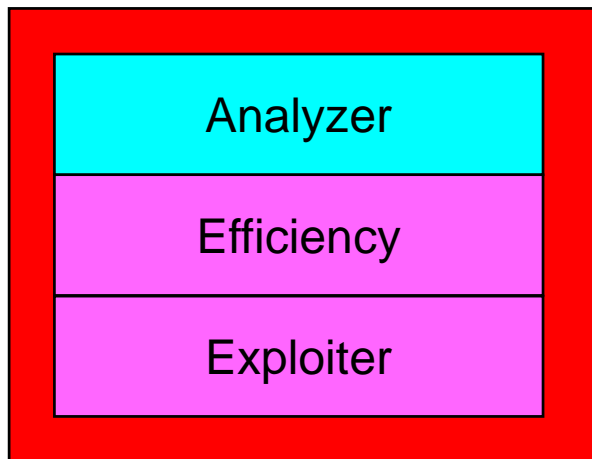
Case Organizations



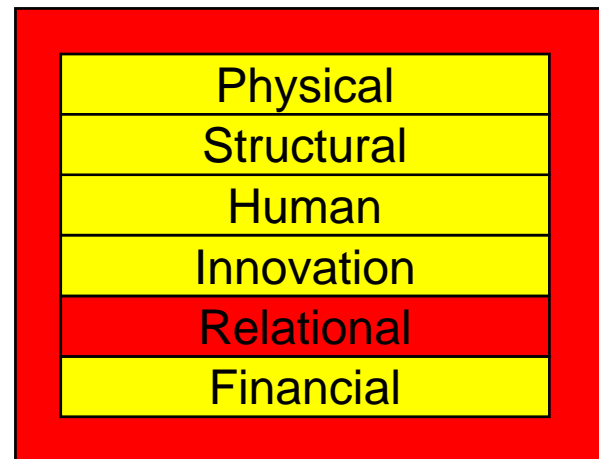
Con

Eng

Strategy Portfolio



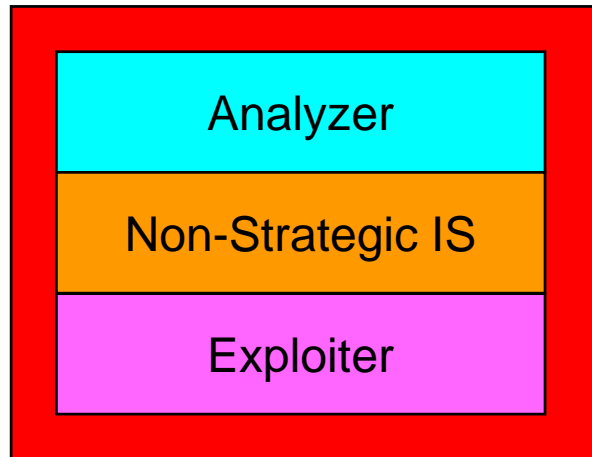
Performance



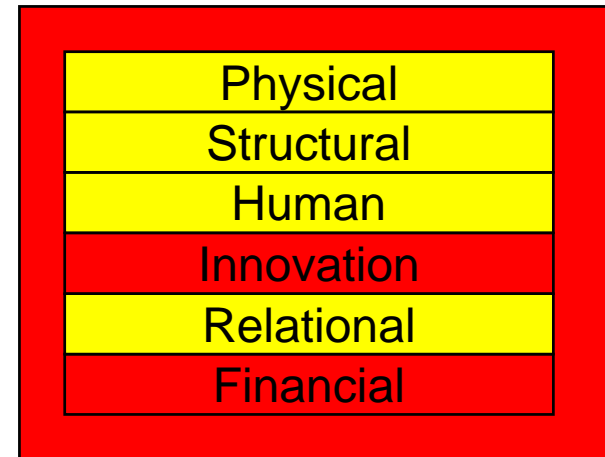
Case Organizations



Strategy Portfolio



Performance



Case Organizations



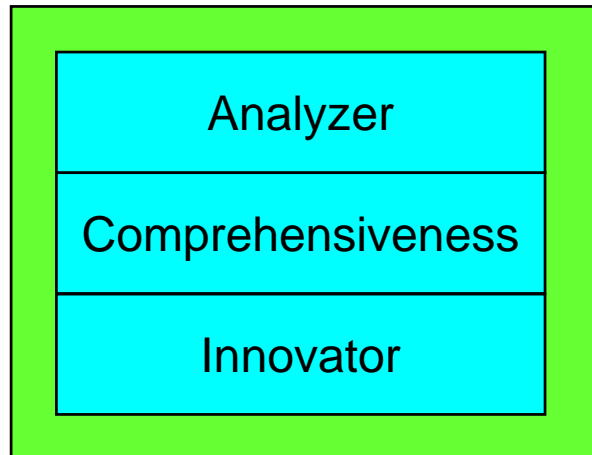
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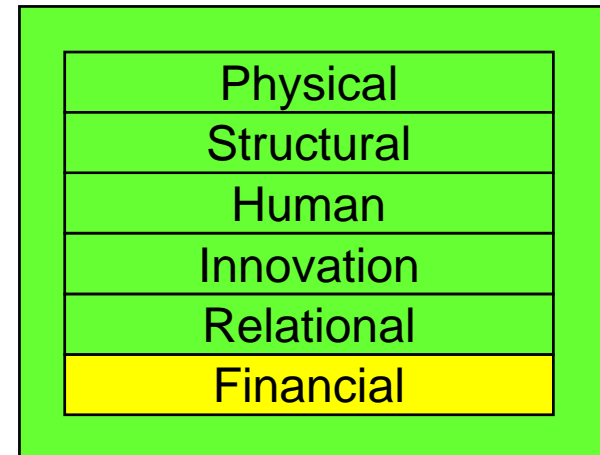
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Strategy Portfolio

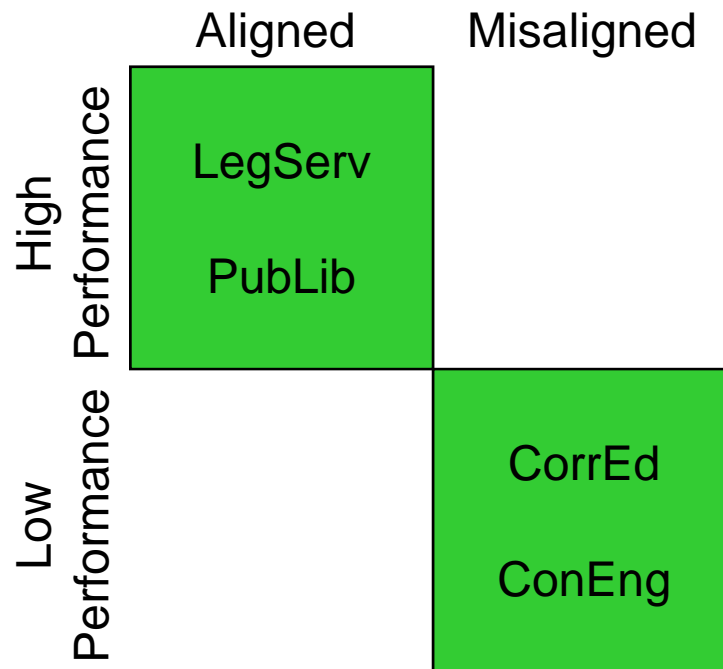


Performance





Cases to Theory



Case Organizations



Pub



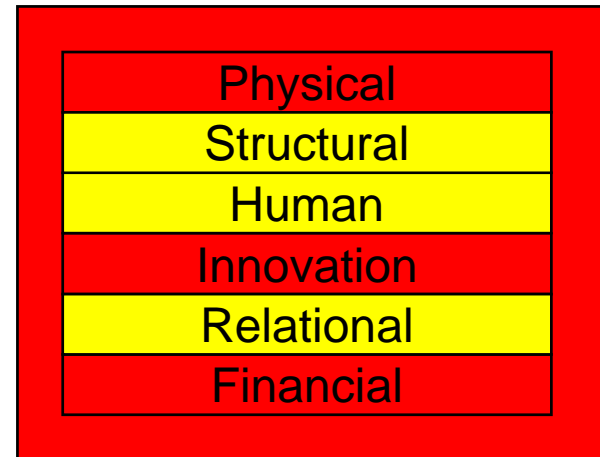
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Strategy Portfolio



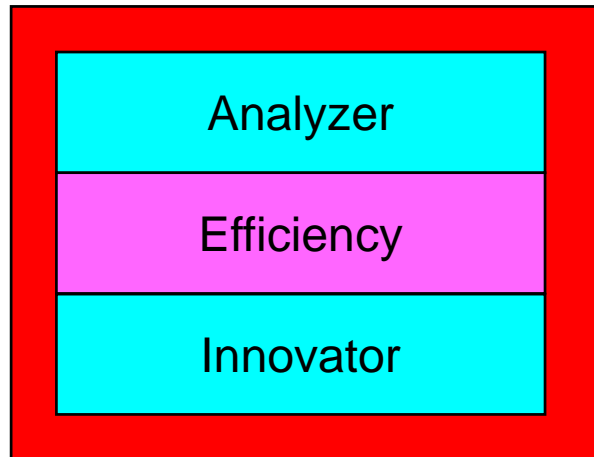
Performance



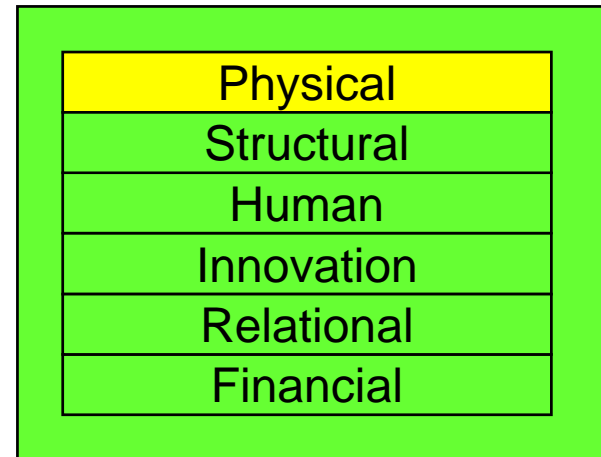
Case Organizations



Strategy Portfolio



Performance



Case Organizations



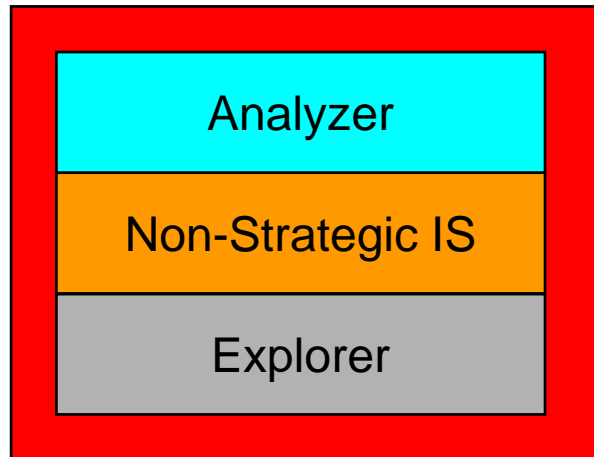
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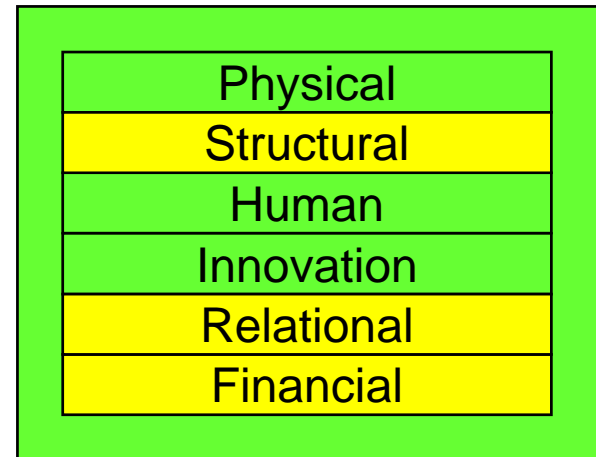
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Strategy Portfolio

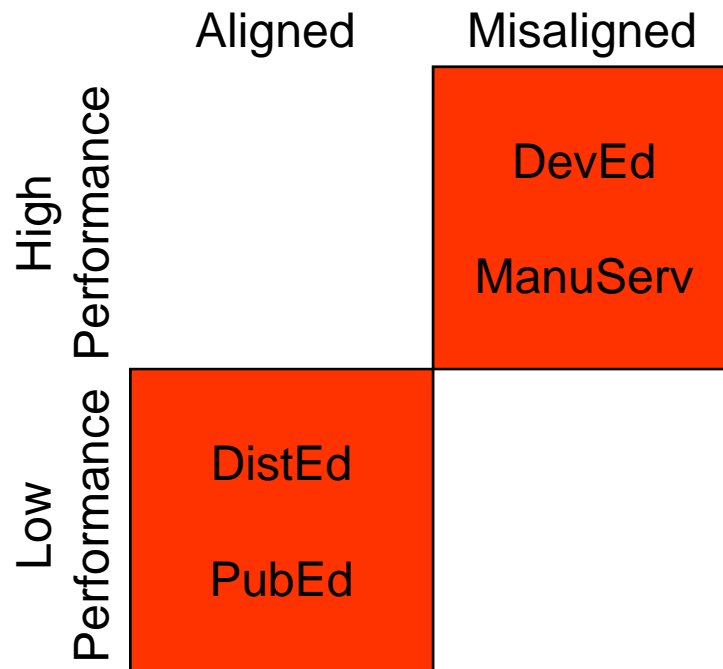


Performance

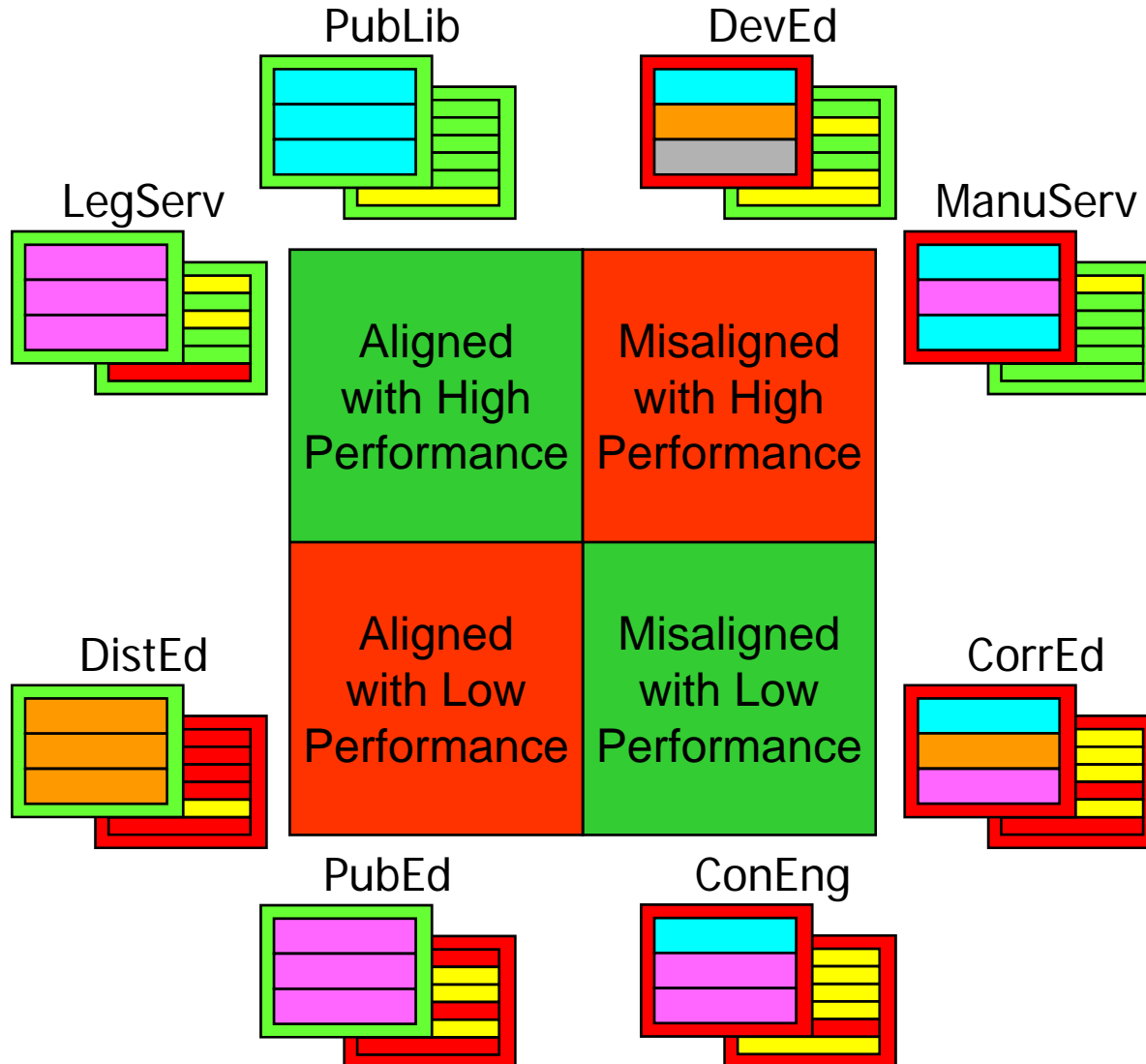




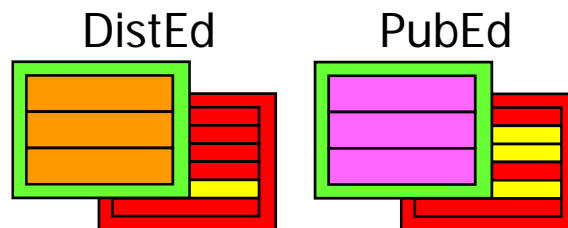
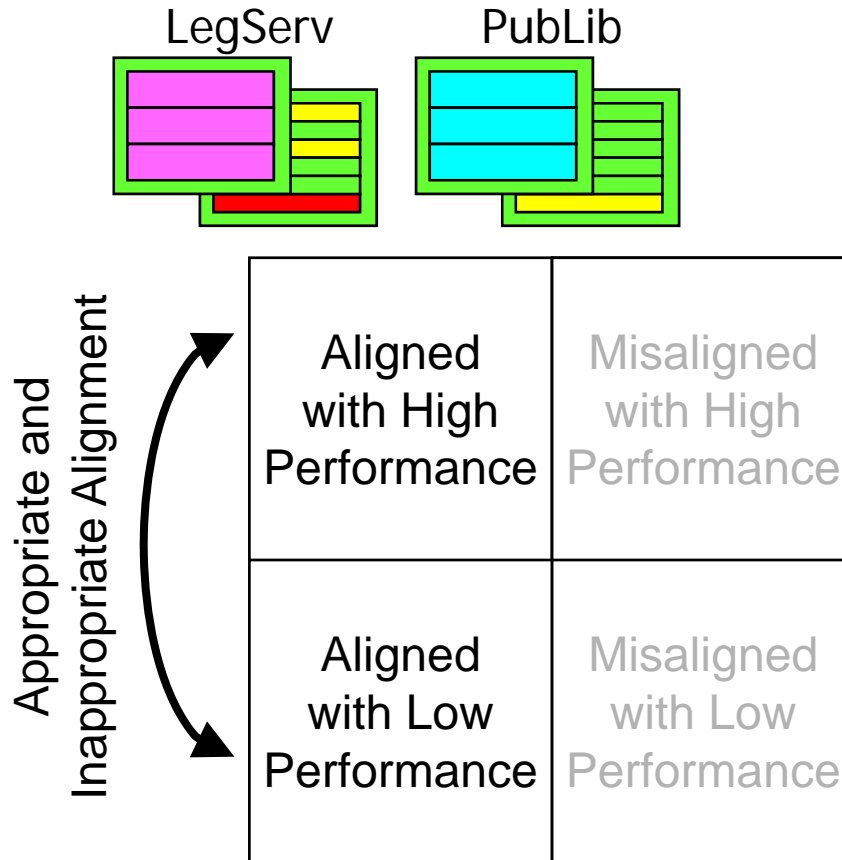
Cases to Theory



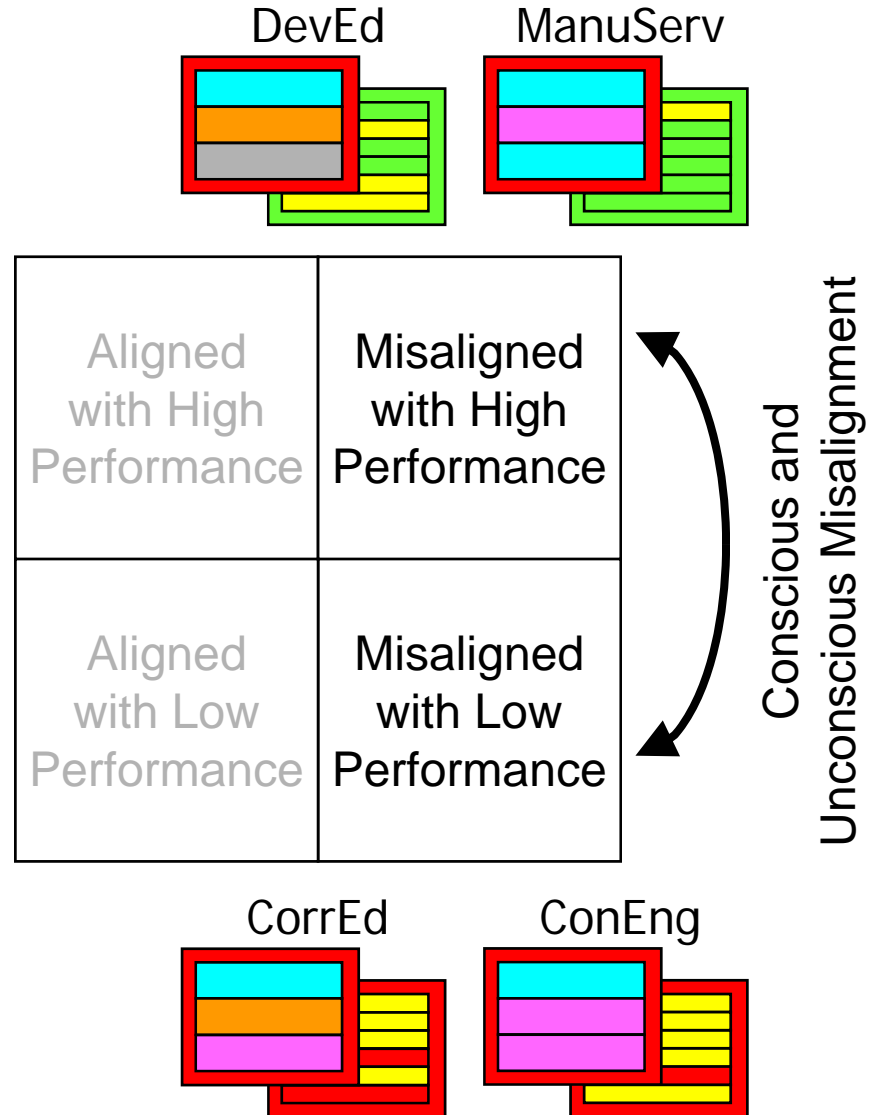
Cases to Theory



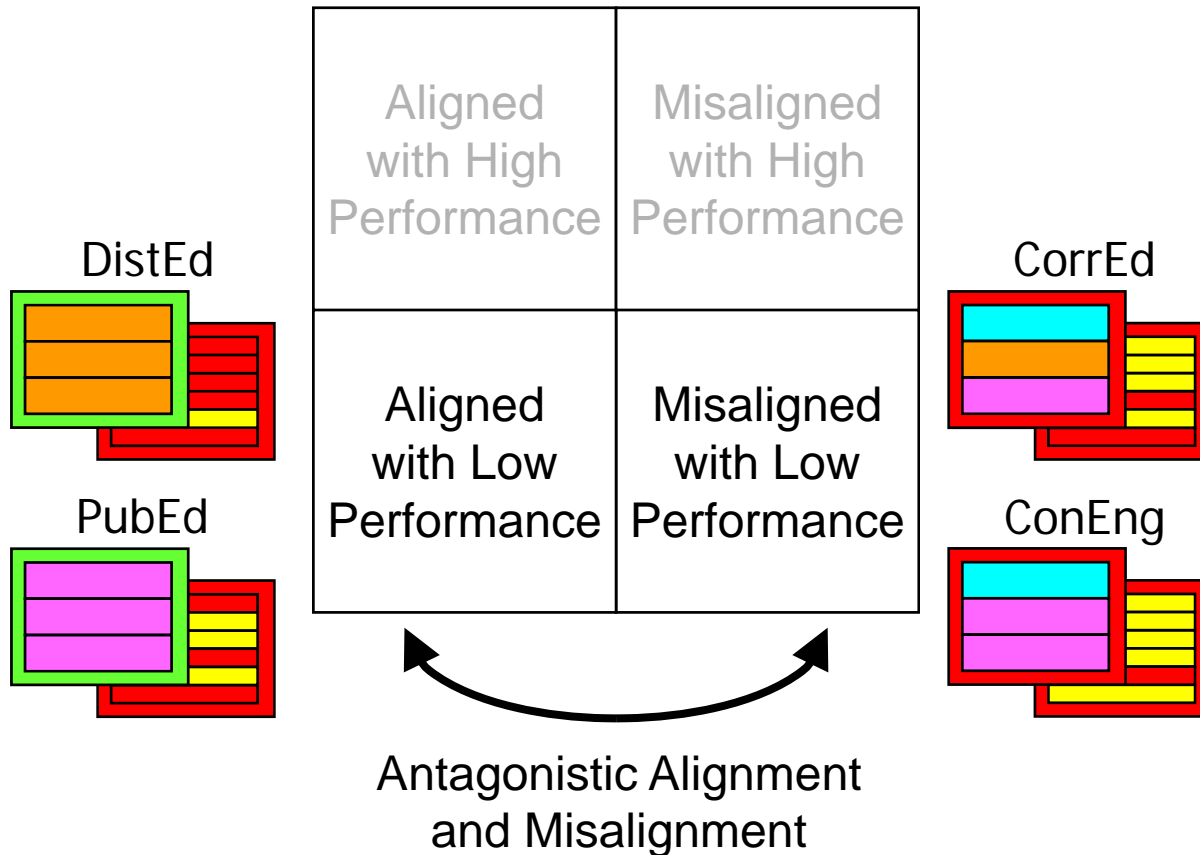
Observations



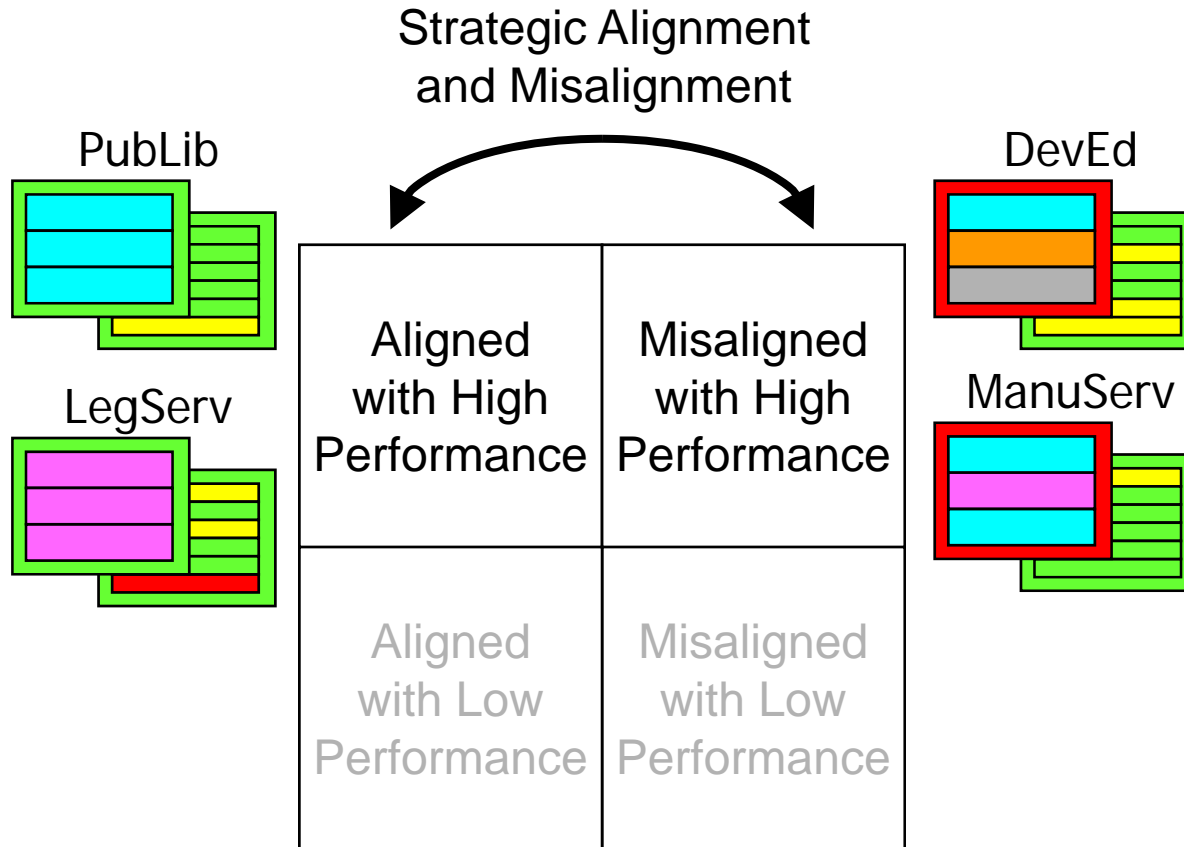
Observations



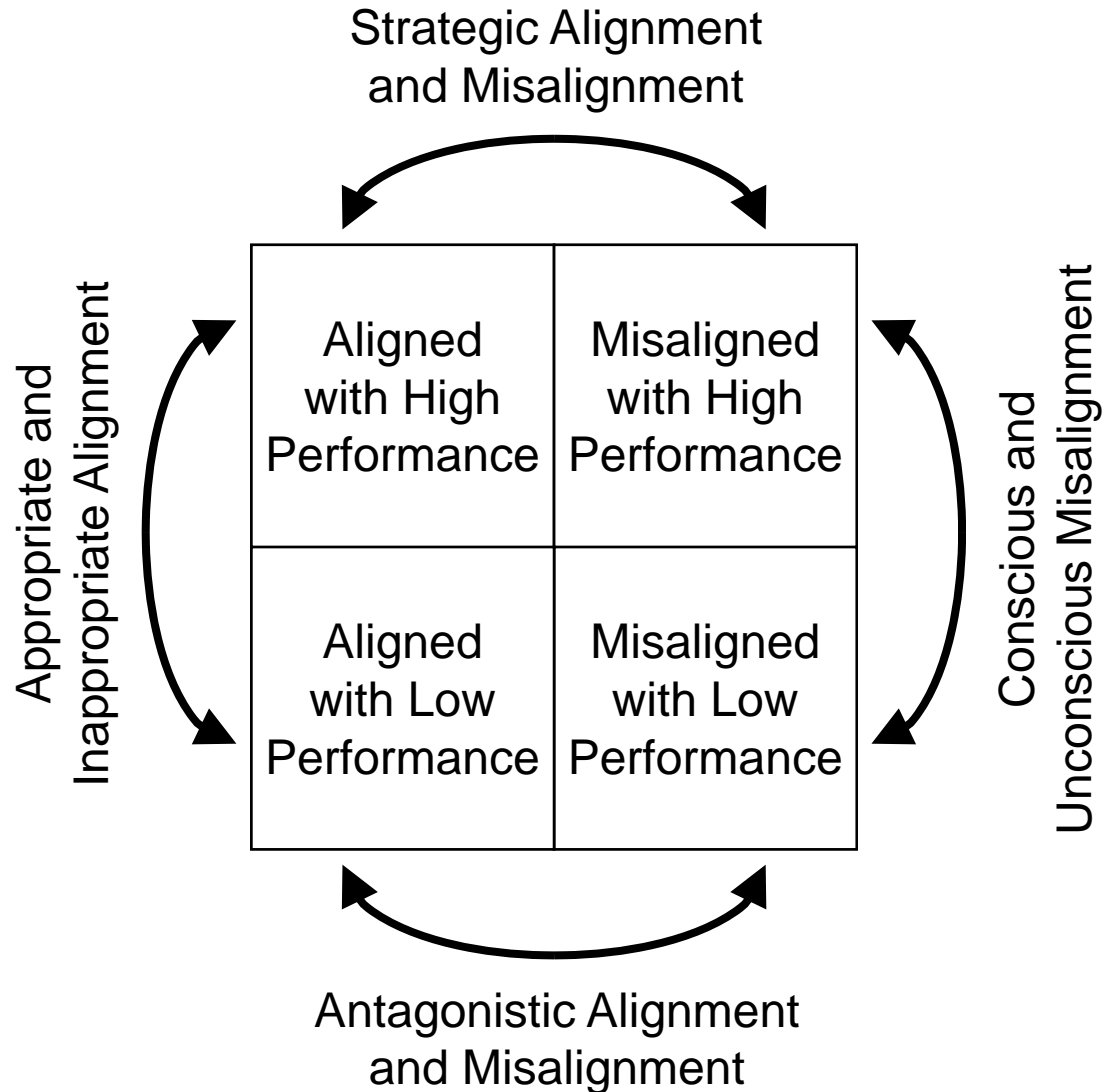
Observations



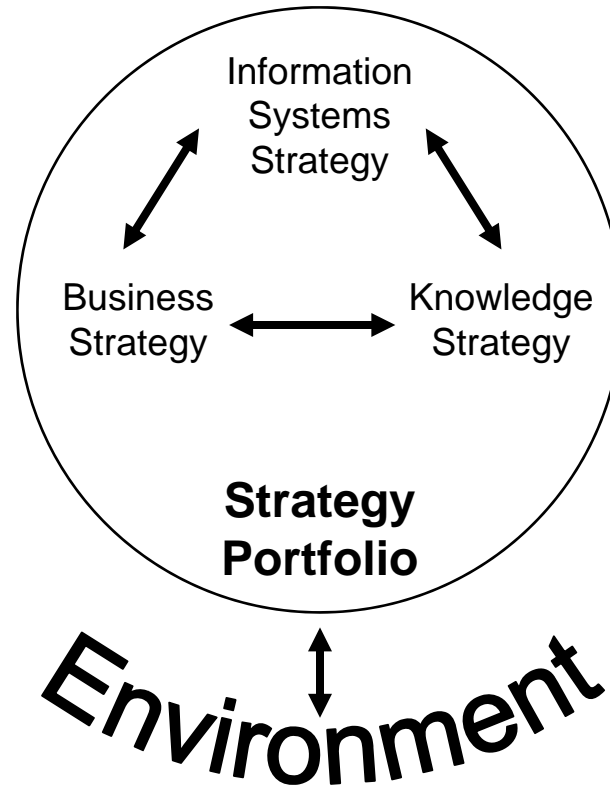
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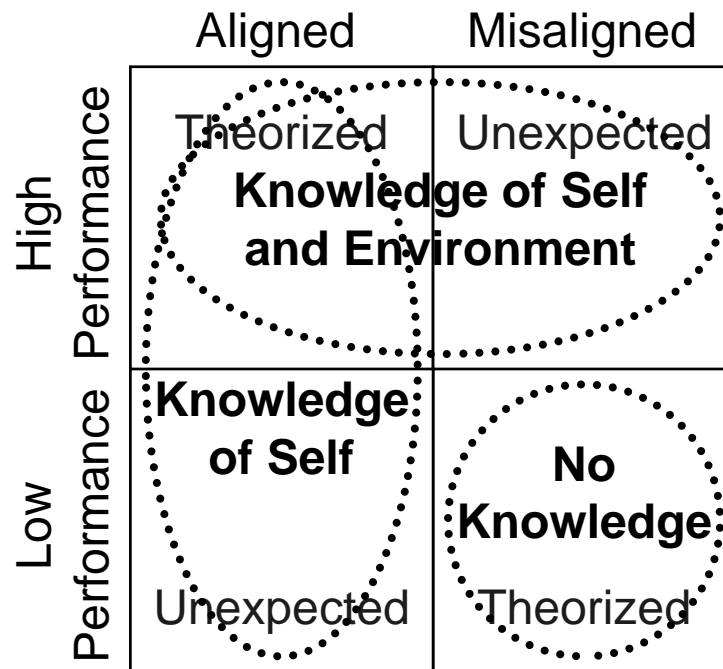
Alignment and Misalignment



Alignment and Environment



Alignment and Knowledge





Alignment and Misalignment in Knowledge-Based Enterprises

Questions?