

Define

- Job Roles and Responsibilities
- Overall Corporate and Operations Structure
- Compensation Structure and Incentive Plans

Refine

- Roles and Responsibilities: Integration and 'Hand-Offs'
- Operating Structure in *Relation* to Corporate Hierarchy
- Compensation metrics, expectations, and target dates

Assign

- Assign Roles and Responsibilities to Named People
- Set Organization, Role, and Individual Performance Goals, Including:
 - > Key Milestones with target dates leading to each goal
 - > Final target date for each goal

Align

- Obtain Buy-In
 - > Meet with each team member to review and confirm mutual understanding of roles, responsibilities, assignments, and goals
 - > Allow for and implement changes to obtain complete buy-in from all participants
- Publish
 - > All hands review all goals, roles and responsibilities, hand-offs, milestones, and timelines
 - > Publish performance metrics regularly