



THE DIRECTION GAP

The Direction Gap

Free Self-Assessment

Find out where direction breaks down in your team

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THE THREE LEVELS OF ALIGNMENT



WHAT IS THIS?

Find Your Direction Gap

Most organisations have a strategy. Few actually work by it. The space between where leadership says the organisation is going and what people do in daily work is called **The Direction Gap**.

This short assessment helps you identify exactly where direction breaks down in your team – and gives you a concrete starting point for closing the gap.

| | |
|---------------|---|
| Step 1 | Complete the 8-statement diagnostic (takes 5 minutes) |
| Step 2 | Check your score and identify the pattern |
| Step 3 | Work through the three level reflections |
| Step 4 | Commit to one action before you close this document |

YOUR DETAILS

Name

Organisation

Date

The Direction Gap Diagnostic

Score each statement from 1 (Never) to 5 (Always). Answer based on how things actually are – not how you wish they were.

1. Employees make decisions that contradict the overall strategy.

1 2 3 4 5 SCORE

2. When I ask someone what our top priority is, I get different answers.

1 2 3 4 5 SCORE

3. Good initiatives die because people don't see how they connect to the bigger picture.

1 2 3 4 5 SCORE

4. I repeat the same message about direction, and it still doesn't seem to land.

1 2 3 4 5 SCORE

5. People are busy, but I'm not sure they're busy with the right things.

1 2 3 4 5 SCORE

6. New hires take a long time to understand what we're actually trying to achieve.

1 2 3 4 5 SCORE

7. Strategy documents exist, but nobody references them in daily work.

1 2 3 4 5 SCORE

8. I've explained where we're going, but people still make decisions I should be making.

1 2 3 4 5 SCORE

YOUR TOTAL

Add up your eight scores:

TOTAL / 40

| | |
|-------|--|
| 8-16 | Small gap. Direction is reasonably clear. The gap exists but is manageable. Use Part 2 to sharpen it. |
| 17-28 | Moderate gap. Direction exists but isn't landing consistently. At least one of the three levels is broken. |
| 29-40 | Large gap. Your strategy is stuck at the top. People are executing on assumptions, not direction. |

What Does Your Score Tell You?

Don't rush past this page. The number is less important than what it reveals. Sit with these questions for five minutes before moving on.

The statement that resonated most, and why:

My honest assessment of why this gap exists in my organisation:

What would be different in 90 days if we closed the gap:

The most important thing I need to do first:

The Three Levels of Alignment

The Direction Gap doesn't just happen, it breaks down at one of three distinct levels. Use these questions to identify where your gap lives.

LEVEL 1 – WHERE

Organisational Direction

Does leadership agree on, and clearly communicate, where the organisation is going?

Can every leader in your organisation state the top 2–3 priorities for this year, in the same words? What would need to be different for direction to be unmistakably clear?

LEVEL 2 – WHAT

Team-Level Translation

Has your team translated WHERE into concrete goals for this quarter?

What does your team specifically need to achieve in the next 90 days, and how clearly does every team member know this?

LEVEL 3 – MY PART

Individual Ownership

Can each person on your team articulate how their daily work connects to WHERE?

Ask one team member: "How does your work connect to our strategy?" What do you expect to hear, and what does that tell you?

One Action. Before You Close This.

You've identified where direction breaks down. Now commit to one thing you will do in the next 48 hours to start closing the gap. Not a plan, one action.

The level where my gap is largest:

The one person I need to have a direction conversation with:

My one action within 48 hours:

READY TO GO DEEPER?

The Direction Gap – Full Framework

This self-assessment is the starting point. The full book gives you the complete framework: how to build a Direction Statement for your team, how to run direction conversations that actually stick, and a 30-day action plan to close the gap for good.

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|-----------------------------------|---|
| The Direction Gap (e-book) | Available on Amazon – link at arnsteinlarsen.no |
| The Full Workbook | Companion to the book – direction statement, weekly rhythm, 30-day plan |
| More resources | arnsteinlarsen.no – articles, tools, and frameworks |