

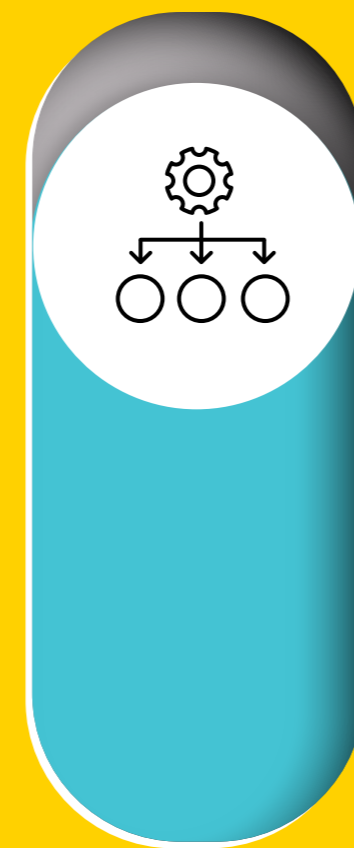
# Get your team moving in the same direction



Business is tough at the best of times — but nothing ruins your culture quite like a lack of alignment. How can you ensure your team moves in the same direction? Get everyone on the same page by mapping out these three parts of your business.

**Only 10%**  
of staff gets  
the strategy

A sign of misalignment



## 1. Back Office

The Back Office houses your operations — functions like finance, delivery systems, data analysis, and automation. Make sure your team understands their roles and responsibilities.

**If your processes are unclear, you can't deliver your product or service.**



## 2. Middle Office

The Middle Office is the heart of your business. Map out your vision, mission, values, strategy, and reason for existing — your purpose, basically.

**If your purpose is unclear, you can't differentiate yourself from competitors.**



## 3. Front Office

Your Front Office represents the sales and marketing side of your business. Map out your value proposition, your ideal customers and where to find them, and how your sales and marketing should work together to drive sales.

**If your product is unclear, you can't sell. And end up wasting lots of time and money.**

## How we help

We turn complex strategies, products, and processes into compelling infographics, videos, and presentations that gets everyone on the same page — fast.



Everyone on the same page



### Need help to get your team moving in the same direction?

Drop us an email on [hello@weexplainstuff.com](mailto:hello@weexplainstuff.com) or visit [weexplainstuff.com](http://weexplainstuff.com) to learn more.  
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