



My Team Is Busy. So Why Is Our Strategic Plan Not Achieved?

KNEWROW | Performance Engineering

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This is a question we hear frequently in our engagements with clients.

An organization presents its strategy, ambitious goals, clear priorities, and investment in execution—yet the expected results do not materialize.

Here is what we typically see beneath the surface.

End-to-End Strategy Cascade (From Strategy to Individual)

Employees are busy. They have KPIs and often hit their targets, but those targets are not linked or cascaded to strategic outcomes. The organization measures activity instead of impact. Tasks are completed, reports are submitted, and performance reviews take place, yet strategic metrics remain unachieved.

Over time, a gap emerges between strategy and daily work. The organization wants one thing, employees deliver another—not because people lack effort, but because the system never connected the two.

What we know is that the solution is not to create more KPIs. We recommend taking KPI cascading to a higher level.

Cascading is a valuable technique that establishes permanent links between KPIs and strategy. This ensures that strategic objectives are translated into measurable outcomes across every level of the organization. It creates clear alignment between corporate strategy, departmental KPIs, and individual employee KPIs, ensuring accountability and visibility throughout the enterprise.

Translate every strategic corporate goal into measurable KPIs at every level and show each employee how their work connects to the bigger picture.

The Bottom Line

If your employees cannot draw a line from their daily work to your strategy, the problem is alignment.

When did you last ask an employee: "Do you know how your work connects to our strategic goals?"

#StrategyAlignment #GoalCascading #Knewrow #ImpactNotActivity #ExecutionCulture