



Alignment Over Activity: Why Strategy Still Wins

Episode 62 Show Notes

For most teams, effort is rarely the issue. Everyone is staying busy, attending meetings, and completing their work. Things start to break when everyone is moving towards different goals. Without clear direction, organizations cannot sufficiently grow.

In this episode, Sergio Tigera, CEO and founder of [Game Changers](#), shares what it really takes to create alignment. It comes down to clarity, focus, and consistency.

When it comes to organizational success, more is not always more. Growth originates from doing the *right* things with repetition.

Clarity Drives Alignment

People might stay busy even if they don't know where they're going. Sergio shares that this is where most organizations get stuck. Clarity does not require a long list or regular shifts in the work. Instead, it boils down to the identifying the right things and completing them with consistency.

Just as important, leaders must identify what to say no to. Clear vision, defined mission, and a few priorities that actually matter are what move a business forward.

Clarity of vision creates alignment. Alignment creates momentum.

People Want to Feel Seen, Valued, and Heard

Culture is not built with perks; it's built with people. Sergio suggests that culture comes from leaders identifying and producing what people really want, which is to feel seen, valued, and heard.

When this happens, people take ownership beyond the task; the outcome and experience will start to matter too. Performance is positively improved when people understand how their role

connects to something bigger.

People don't show up for perks. They show up for purpose.

Even Leaders Need a Place to Be Real

Leadership can look confident from the outside, but many leaders are figuring things out in real time. As leaders grow into new roles, Sergio shares that imposter syndrome is quite common. With growth and change, pressure and doubt can creep in. And the higher you go, the fewer places you have to talk it through. That's why having the right people around you matter. People who will listen, challenge you, and help you think clearly.

Strong leaders don't lead alone.

Network Over Net Worth

Sergio emphasizes that your network is one of your greatest advantages. The people you surround yourself with, the conversations you're in, and how you show up all create opportunities.

While results still matter, relationships based in genuine connection must have a place in your schedule.

Your network isn't just support. It's strategy.

What's Next on the Insurance Leadership Podcast

June's episode features Emily Raspante, CEO of [LeClair Group](#), as she shares insights on leadership continuity, stepping into new responsibility, and leading well through seasons of change while staying focused on people, culture, and growth.

Let's Keep the Conversation Going

Have an idea for a future topic or a guest you think we should feature? We'd love to hear from you.

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Know a leader making an impact? Send them our way. We are always looking to highlight voices that are leading well and moving the industry forward.

Simple solutions. Real results. That's great leadership.