



DO NOT ENTER VALUES INTO THIS SPREADSHEET

| Alignment Criteria | Score | Goal | Marketing & Product Development Alignment Index |
|---|-------|------|---|
| Planning & Decision-Making | 4.2 | 4.7 | <p>The radar chart displays five categories: Planning & Decision-Making (4.2), Alignment of Goals & Objectives (1.3), Communications (3.0), Processes (2.8), and Culture (3.0). The overall alignment average is 2.9. The chart uses a scale from 0.0 to 5.0.</p> |
| Alignment of Goals & Objectives | 1.3 | 1.8 | |
| Communications | 3.0 | 3.5 | |
| Processes | 2.8 | 3.3 | |
| Culture | 3.0 | 3.5 | |
| Overall Alignment Average (out of 5) | 2.9 | 3.4 | |