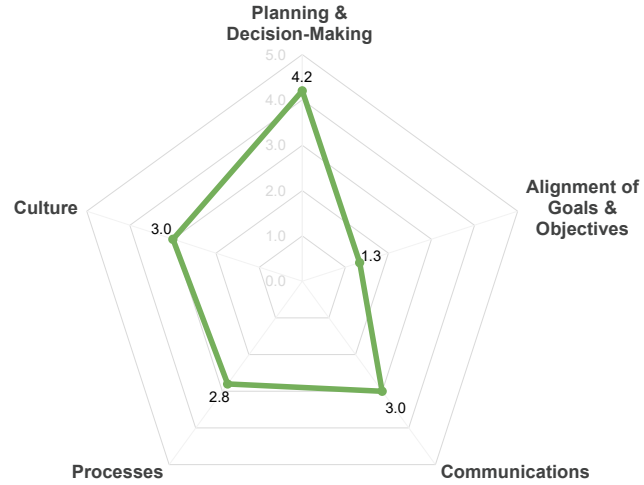




DO NOT ENTER VALUES INTO THIS SPREADSHEET

Alignment Criteria	Score	Goal	Marketing & Product Development Alignment Index
Planning & Decision-Making	4.2	4.7	
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	