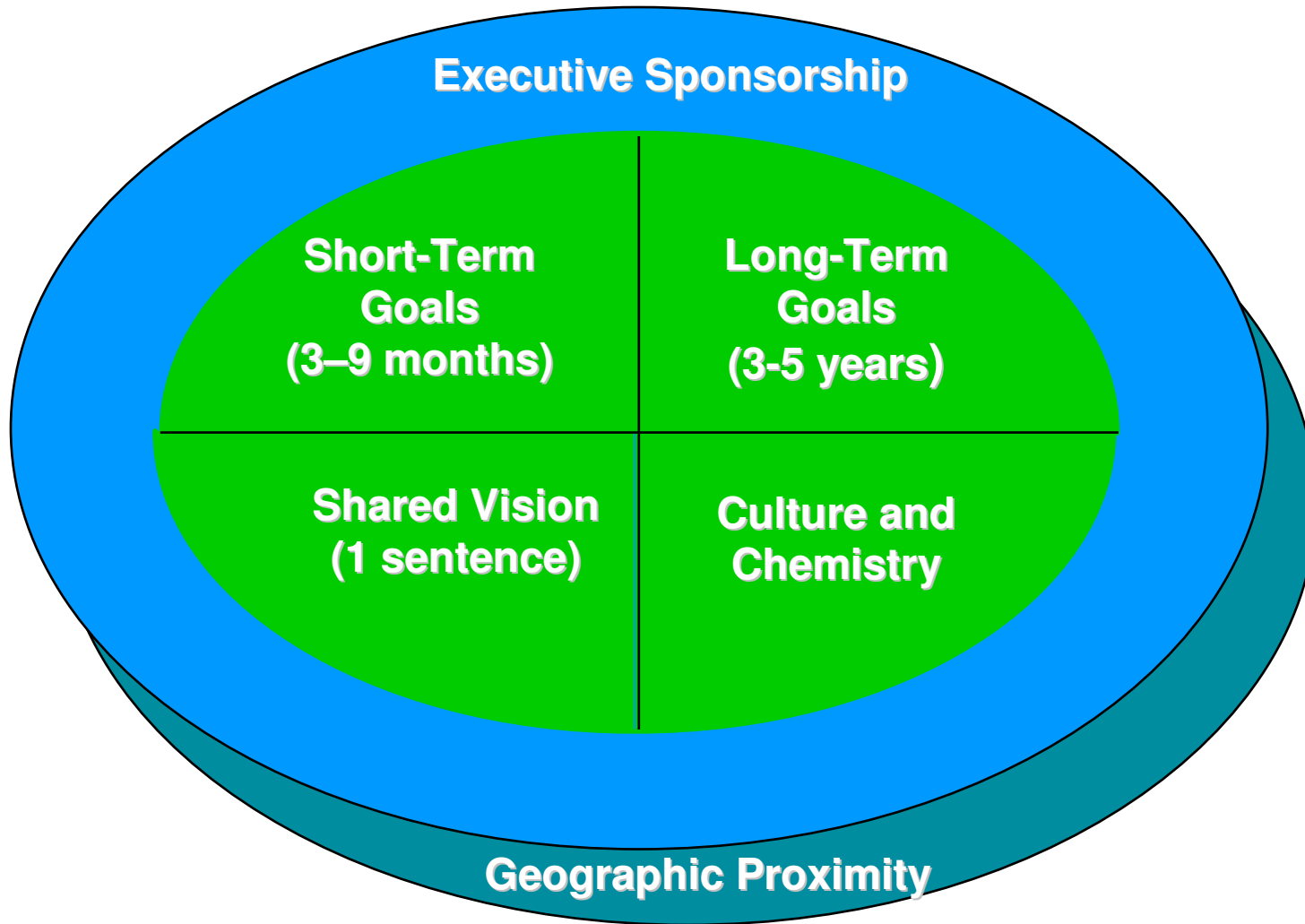


Alliance Wheel™



■ Status as Expected

■ In Transition

■ Issue to Address

Loom Enterprises

SMART Goals

- **Specific:** Clear and concise goals address questions of "who", "what", and "when".
- **Measurable:** Metrics such as numbers and percentages allow for clarity as to whether goals are met.
- **Accomplishment Driven:** Goals specify tangible results or deliverables that are to be produced, not just behaviors done throughout the year.
- **Relevant:** Goals contribute to accomplishing the Shared Vision.
- **Timebound:** Goals have targeted accomplishment dates which help monitor progress and completion.

Alliance between: _____ & _____
Executive Sponsors: _____ & _____
Executive Contacts: _____ & _____

Biblical Principles

Short Term Goals

.... a prudent man gives thought to his steps.
-- Proverbs 14:15

Long Term Goals

Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it?
-- Luke 14:28

Shared Vision

Where there is no vision, the people perish....
-- Proverbs 29:18

Culture and Chemistry

Do not plow with an ox and a donkey yoked together.
-- Deuteronomy 22:10

Loom Enterprises

Alliance Lead: _____

Alliance Lead: _____
Copyright James Massa 2005

Alliance between: _____ & _____
Executive Sponsors: _____ & _____
Executive Contacts: _____ & _____

Timeless Principles

Short Term Goals

A wise person thinks through the steps of their journey.

Long Term Goals

Big, Hairy, Audacious Goals (BHAGs) are not achieved without considering the resources required to achieve them.

Shared Vision

Begin with the end in mind.

Culture and Chemistry

Do not plow with an ox and a donkey yoked together.

Loom Enterprises

Alliance Lead: _____

Alliance Lead: _____

Strategic Factors Review Form

Factor

Information

- Volume factor #1 (list assumptions)
- Volume factor #2 (show calculations)
- Financial Factor #1
- Investment Cost Factor #1
- Qualitative Factor #1
- Qualitative Factor #2
- Downside/Risk Factor #1
- Downside/Risk Factor #2

Loom Enterprises

Alliance Wheel™ Review form

Date _____

Alliance between: _____ & _____

Executive Sponsors: _____ & _____

Executive Contacts: _____ & _____

Short Term Goals

Long Term Goals

Shared Vision

Culture and Chemistry

_____	V	_____
_____	V	_____
_____	V	_____
_____	V	_____
_____	V	_____
_____	V	_____

Alliance Lead: _____

Loom Enterprises

Alliance Lead: _____

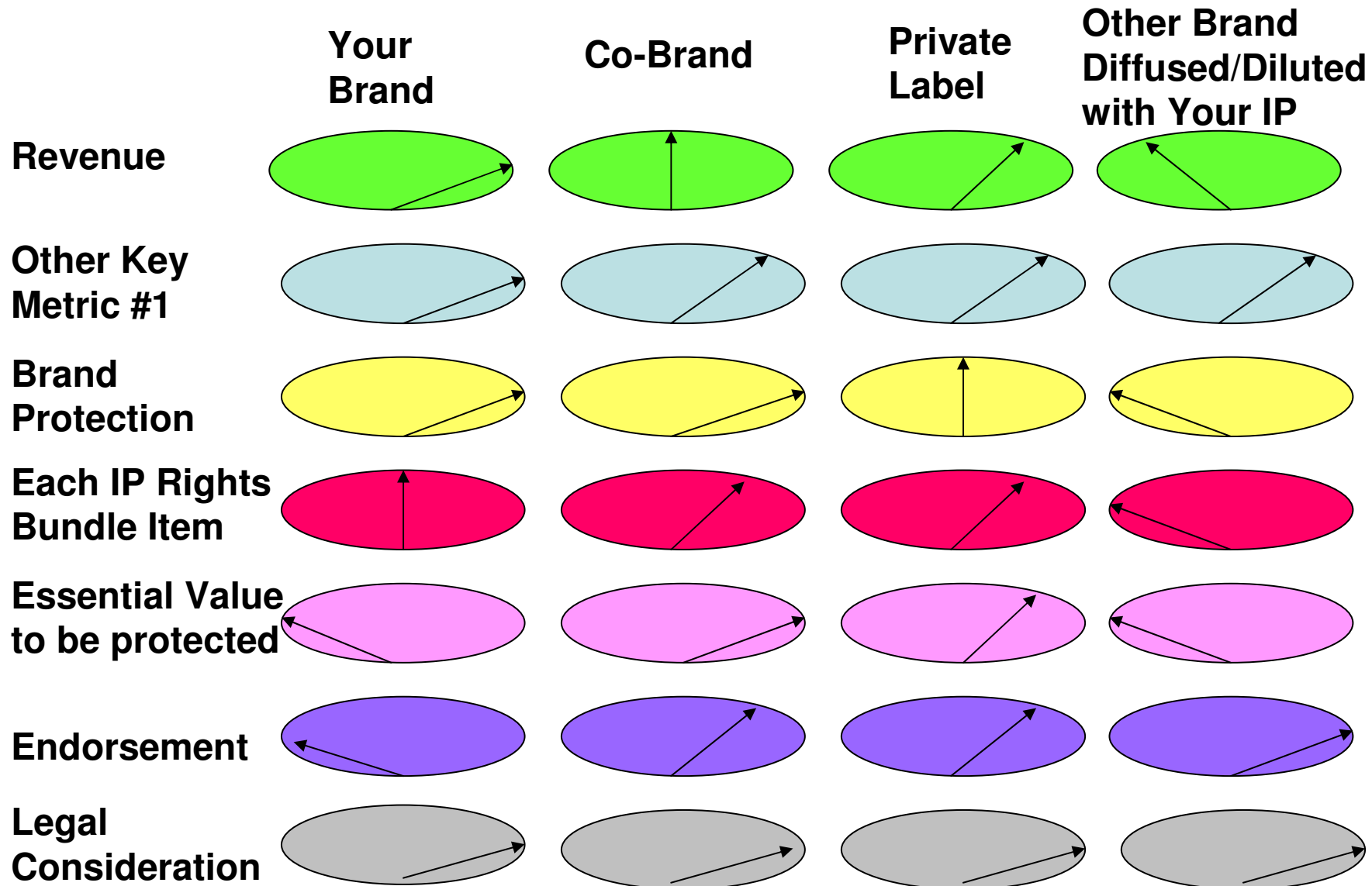
Stoplight Chart

 Status as Expected  In Transition  Issue to Address

- Minimum Information
 - Name of Alliance (with color code status)
 - Shared Vision statement
 - Comment
 - Next Review Date
- Other
 - 12-step stage
 - Strategic Factor detail info
 - Contact info
 - Location (physical & cyber)
 - Geographic specific information
 - Board involvement

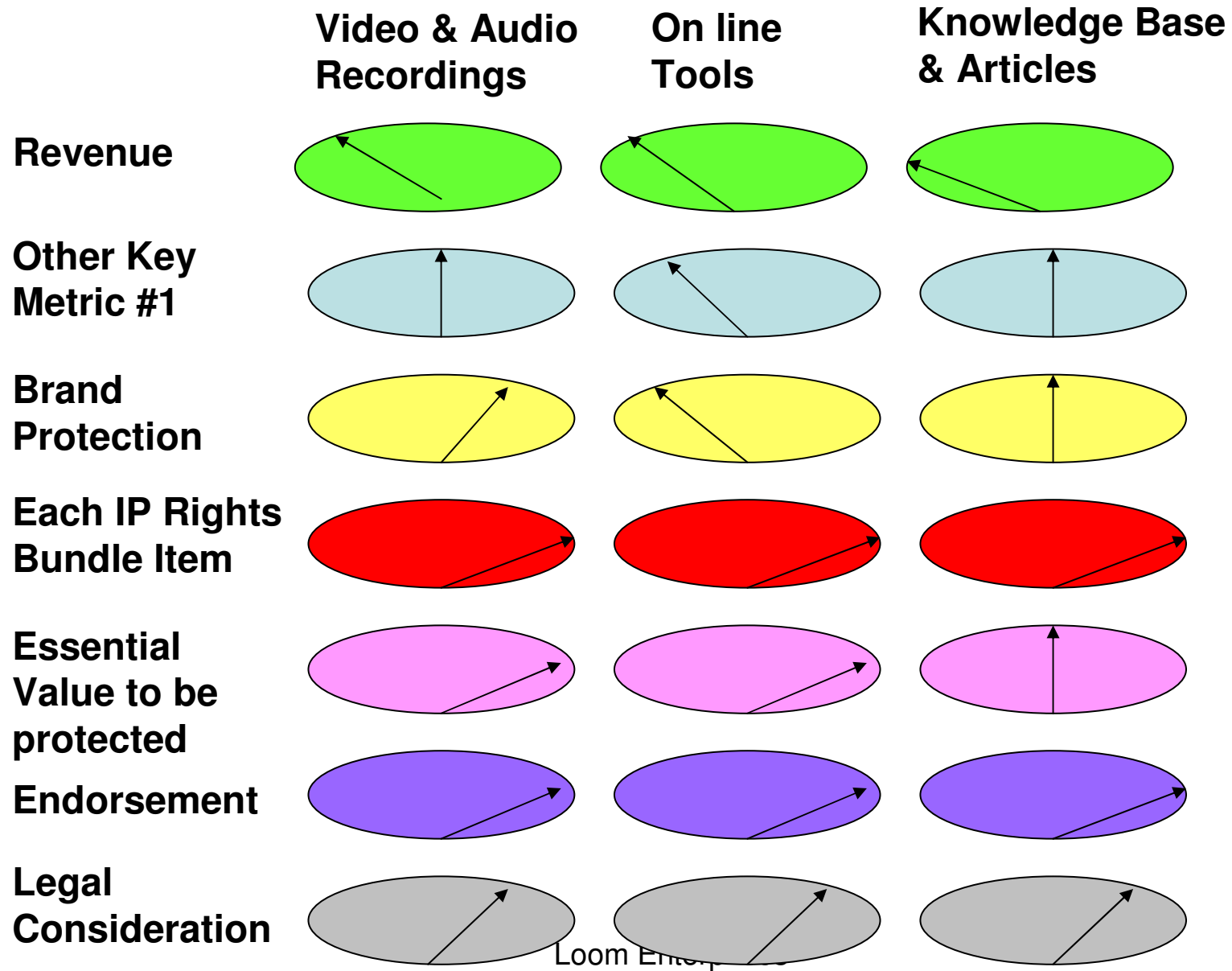
IP Dashboard TM

Concerns by Type of Relationship



Loom Enterprises

Web IP Dashboard TM IP Concerns of Web Content



Loom Ent...