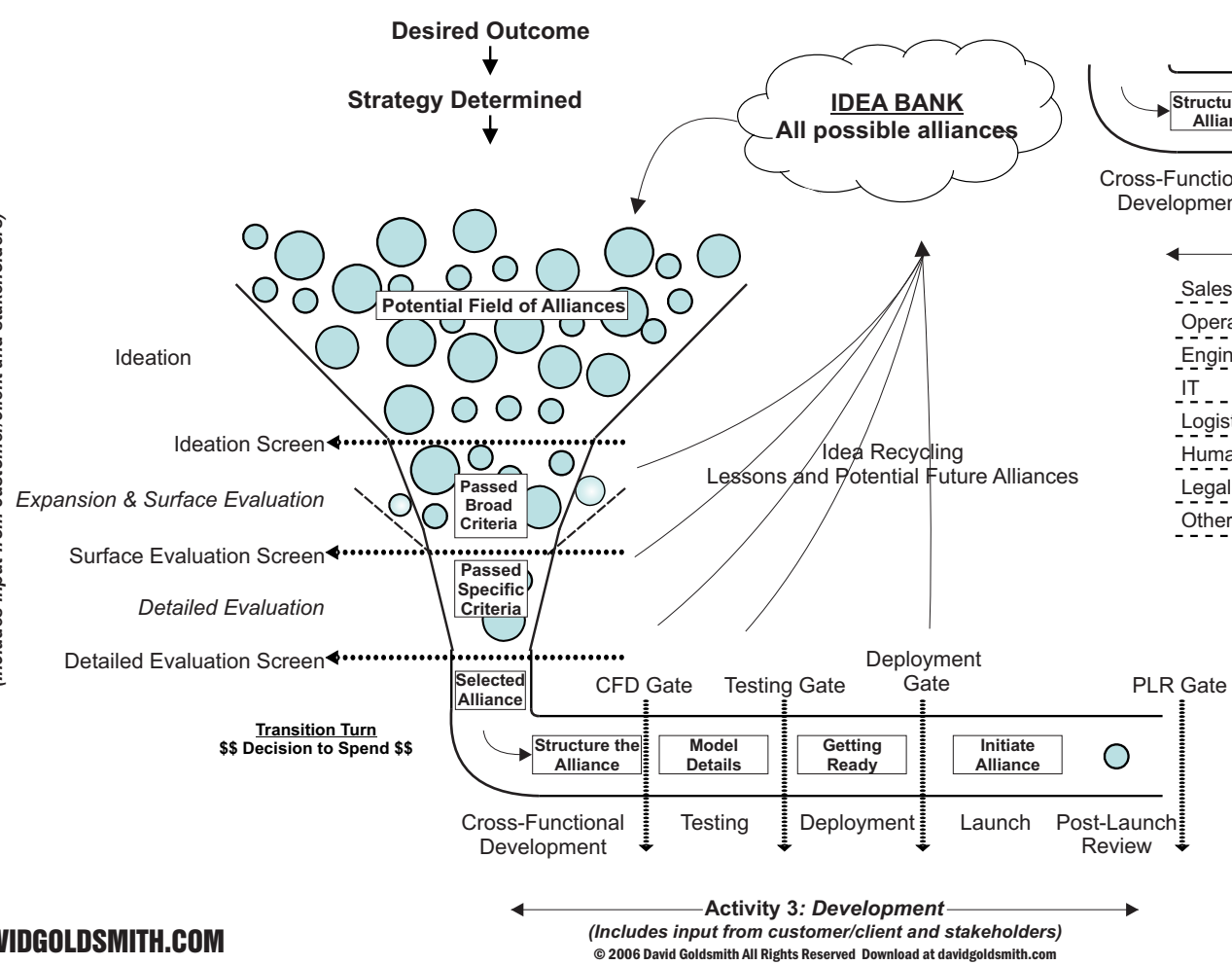
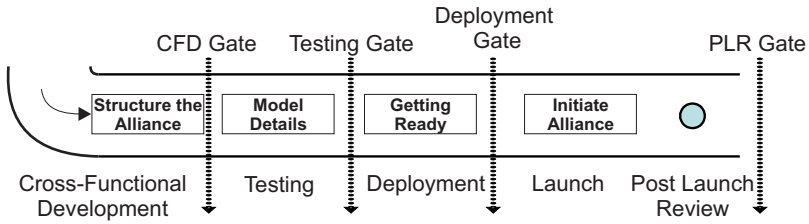
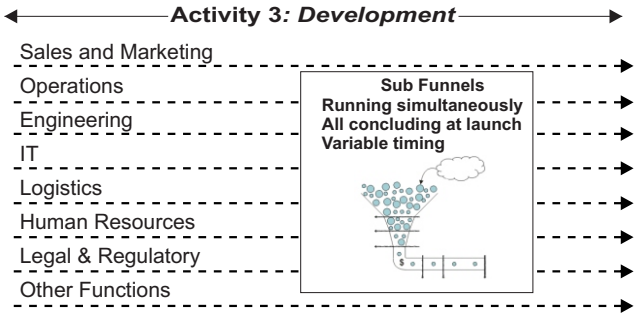
Paid to THINK®

A leader's toolkit for redefining your future

Enterprise Thinking Alliance DEVELOPMENT FUNNEL™







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Guidelines for Implementation

- Purpose of Alliance Development Funnel is to:
  - improve the Alliance Development process
  - mitigate risk
  - front load research/homework
  - establish a process and language for everyone to follow
  - avoid falling in love with one's ideas
- Broad, Specific, and Detailed Criteria generated up front with input from key stakeholders.
- Work is completed only the phases, not in screens and gates
- Screeners/Gate Keepers manage go/kill points and act similarly
- The same individuals should not participate in all roles
- In the CFD phase the product/service is designed not built.
- Deployment phase is to insure everything is ready to launch

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