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**Strategic Alignment Pugh Matrix Template – Example**

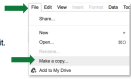


Critical to Quality (CTQ) Items		Concepts					
		Concept A	Concept B	Concept C	Concept D	Concept E	Concept F
CTQ Item 1	10	-1	1	1	1	1	-1
CTQ Item 2	9	-1	0	1	0	0	1
CTQ Item 3	5	0	0	0	-1	0	0
CTQ Item 4	2	1	-1	0	1	-1	-1
CTQ Item 5	3	-1	1	0	1	0	0
CTQ Item 6	7	0	1	1	-1	1	1
CTQ Item 7	1	1	0	0	1	0	-1
<b>1 Better</b>	Number of 1	2	3	3	4	2	3
<b>0 Same</b>	Number of 0	2	3	4	1	4	2
<b>-1 Worse</b>	Number of -1	3	1	0	2	1	2
Non-Weighted Solution Scores		-1	2	3	2	1	-1
Weighted Solution Scores		-19	18	26	4	15	23

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Dropdown Key

1	Better
0	Same
-1	Worse

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