ASSESSING PARTNERSHIP SYNERGY

	0 = none	3 = good
	1 = marginal	4 = great
	2 = modest	5 = extra-ordinary

PARTNERS	EXPAND REACH	ENHANCE SERVICES	ATTRACT OR SHARE RESOURCES	INFLUENCE SYSTEMATIC CHANGE	RAISE PROFILE	TOTAL	(a/b) x 100	PERCENT OF SYNERGY POTENTIAL REALIZED
	a / b	a / b	a / b	a / b	a / b	a / b	(a/b) x 100 =	
	a / b	a / b	a / b	a / b	a / b	a / b	(a/b) x 100 =	
	a / b	a / b	a / b	a / b	a / b	a / b	(a/b) x 100 =	
	a / b	a / b	a / b	a / b	a / b	a / b	(a/b) x 100 =	
						a / b	(a/b) x 100 =	

INSTRUCTIONS: Identify four prospective partners with whom you perceive the most win-win potential. Then indicate for each, what is the current synergy being achieved (numerator), and what is the perceived potential for synergy (denominator). Total across the rows. Do the math: (a÷b) x 100. Then total down.