

# Measure!

The Balanced Scorecard

“Telling the ‘story’ of your strategy”

## Benefit to your business:

*A focus on future revenue!*

- You focus on creating value for your shareholders by knowing how to create value for your customers
- Your employees understand your strategy
- You are able to identify sources of future revenues
- Links tactics to strategy
- Acts as the measurable basis for building and leading a performance based culture

## What we offer:

*A process to guide the development of your balanced scorecard*

The CEO and Senior Executive team, using our proven methodologies, designs a balanced scorecard which measures their organization’s performance from 4 critical perspectives: financial, customer, internal business processes, and innovation and learning. This links business performance measurement to strategy showing cause/effect relationship and gives the members of your War Room a navigational tool to assess their progress on the battlefield. Following is the illustration of a balanced scorecard for a medical diagnostic instrument company.



Download a printable version in Adobe Acrobat™ format.



Download the Adobe Acrobat™ Reader Browser Plugin.

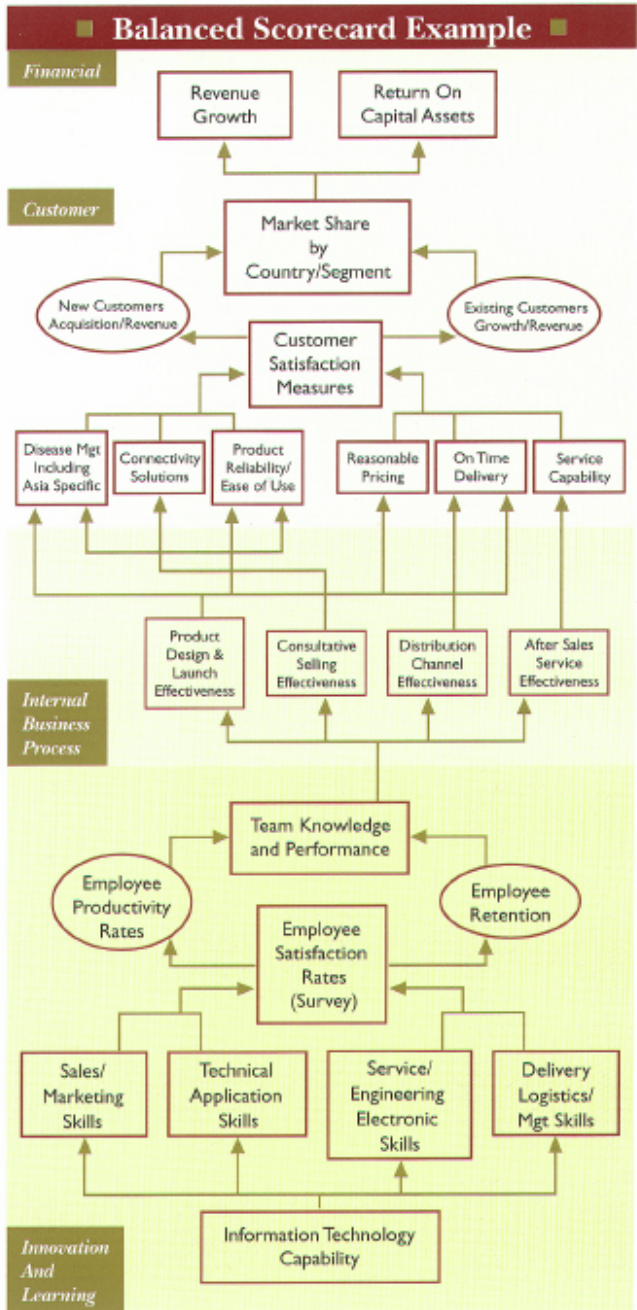
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Execute

# How we will assist you

Using our proven methodologies we will assist you to:

- Integrate offensive and defensive positions into the scorecard
- Measure core competencies
- Track implementation of tactics
- Measure changes in corporate culture
- "Map" the organization and determine performance measurements from four perspectives:
  - Financial
  - Customer
  - Internal Business Processes
  - Innovation and Learning
- Assess performance over time to test assumptions behind your strategy
- Focus attention on future revenue as much as current revenue
- Make strategic decisions
  - "Stay the course"?
  - Modify existing strategy?
  - Craft a new strategy?



## Measure! Balanced Scorecard

