

Getting To The Next Level®

A Blueprint for Taking You and Your Business to the Top

Balanced Scorecard

Tools & Methods for Refining Your Business

Brought to you by:
Manuel Palachuk International



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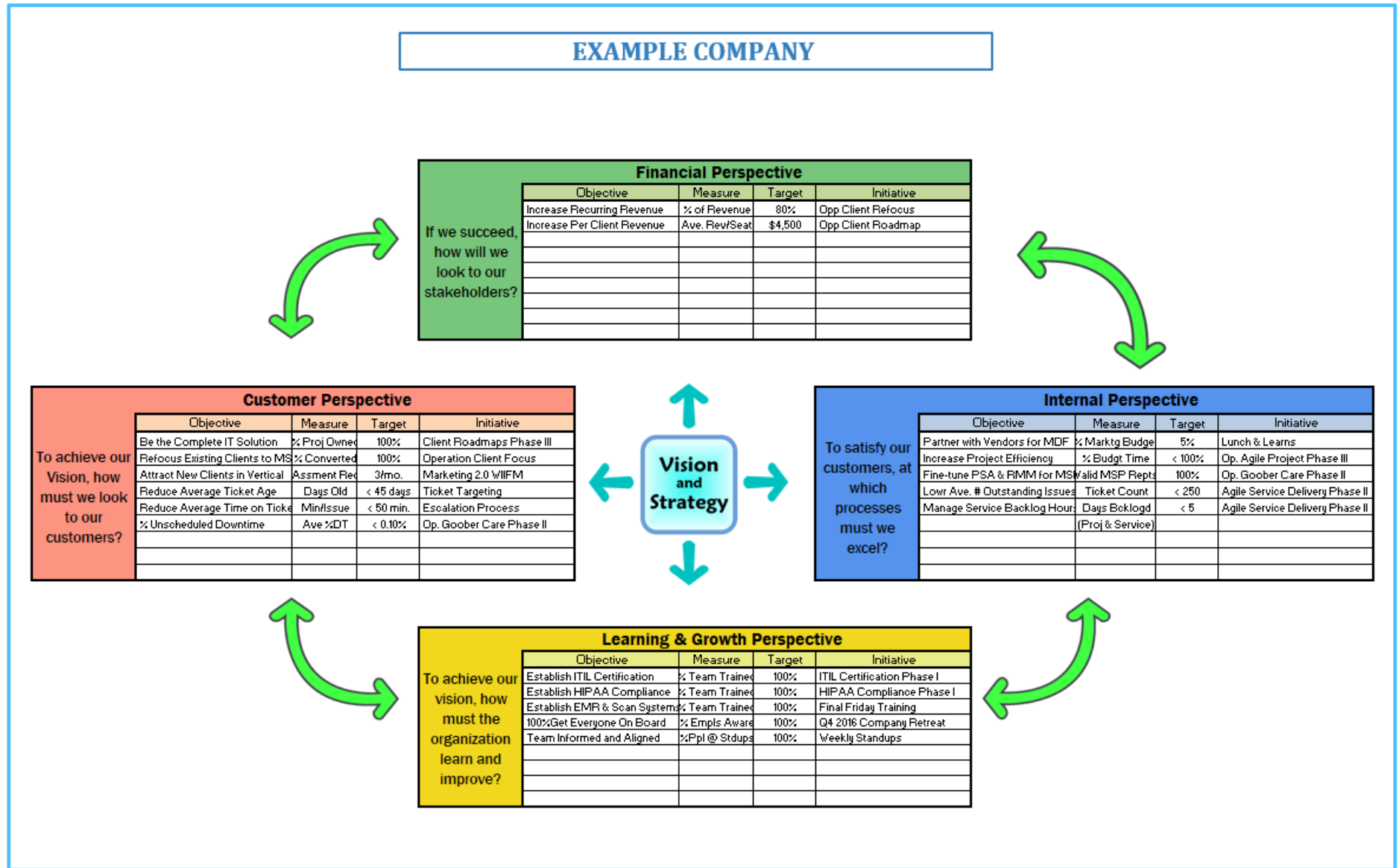
PERSPECTIVE

Perspectives of the Balanced Scorecard

- Financial Perspective – Concerns are growth, profitability, and organizational risk.
 - Seeks to answer the question: If we succeed, how will we look to our stakeholders?
- Customer Perspective – Concerns are creating value and differentiation from competition.
 - Seeks to answer the question: To achieve our Vision, how must we look to our customers?
- Internal Perspective – Concerns are priorities for business process directly related to creating customer and stakeholder satisfaction.
 - Seeks to answer the question: To satisfy our customers, which processes must we excel at?
- Learning and Growth Perspective – Concerns are priorities for creating a climate that supports organizational change, innovation, and growth.
 - Seeks to answer the question: To achieve our vision, how must the organization learn and improve?

Remember that the Balanced Scorecard cannot be stakeholder-dominated KPIs and metrics, and it also cannot just present enough non-financial KPIs to balance the Customer and Financial Perspectives. The best Scorecards are those that clearly reflect the balanced strategy of the organization.

SCORECARD EXAMPLE



SCORECARD WORKSHEET

Your Company Name:

Financial Perspective			
Objective	Measure	Target	Initiative

If we succeed, how will we look to our stakeholders?

Customer Perspective			
Objective	Measure	Target	Initiative

To achieve our Vision, how must we look to our customers?

Internal Perspective			
Objective	Measure	Target	Initiative

To satisfy our customers, at which processes must we excel?

Learning & Growth Perspective			
Objective	Measure	Target	Initiative

To achieve our vision, how must the organization learn and improve?

Vision and Strategy

NOTES



When it comes to developing your business strategy, there's nothing less than your entire business at risk. **Reach out to me** if you need help getting to the next level.



When it comes to developing your leadership and teams, I have the training for today that will help you transform tomorrow. **Reach out to me** for more information.

About the Author

Meet Manuel Palachuk



Manuel is the coach that will take you to the gym, not just send you there. He is the author of the book *Getting To The Next Level: A Blueprint For Taking You And Your Business To The Top*. He has over 30 years of business, management, and training experience in the computer and electronics industries.

Manuel has owned several successful businesses, managed several successful IT and MSP service companies, and coached or mentored many more around the world. He is a thought leader on Agile as applied to Business Strategy and Service Delivery processes.

Manuel is also a well-known author, speaker, and trainer on these subjects at industry conferences and in the IT consulting community for Small and Medium-sized Businesses. He holds degrees in Electrical Engineering Technology and Automated Manufacturing Technology.