

Balanced Scorecard

Tools & Methods for Refining Your Business

Brought to you by: Manuel Palachuk International



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Manuel Palachuk International 100 S. Belcher Rd. Unit 5352 Clearwater, FL 33758 USA Phone: +1 (561) 577-1979 Email: Manuel@Palachuk.com

PERSPECTIVE

Perspectives of the Balanced Scorecard

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

EXAMPLE COMPANY



Financial Perspective					
	Objective	Measure	Target	Initiative	
If we succeed.	Increase Recurring Revenue	% of Revenue	80%	Opp Client Refocus	
	Increase Per Client Revenue	Ave. Rev/Seat	\$4,500	Opp Client Roadmap	
how will we					
look to our					
stakeholders?					
stancilolucis:					



Customer Perspective					
	Objective	Measure	Target	Initiative	
	Be the Complete IT Solution	% Proj Owned	100%	Client Roadmaps Phase III	
To achieve our	Refocus Existing Clients to MS	% Converted	100%	Operation Client Focus	
Vision, how	Attract New Clients in Vertical	Assment Red	3∤mo.	Marketing 2.0 VIIFM	
must we look	Reduce Average Ticket Age	Days Old	< 45 days	Ticket Targeting	
	Reduce Average Time on Ticke	Minflssue	< 50 min.	Escalation Process	
to our	% Unscheduled Downtime	Ave %DT	< 0.10%	Op. Goober Care Phase II	
customers?					

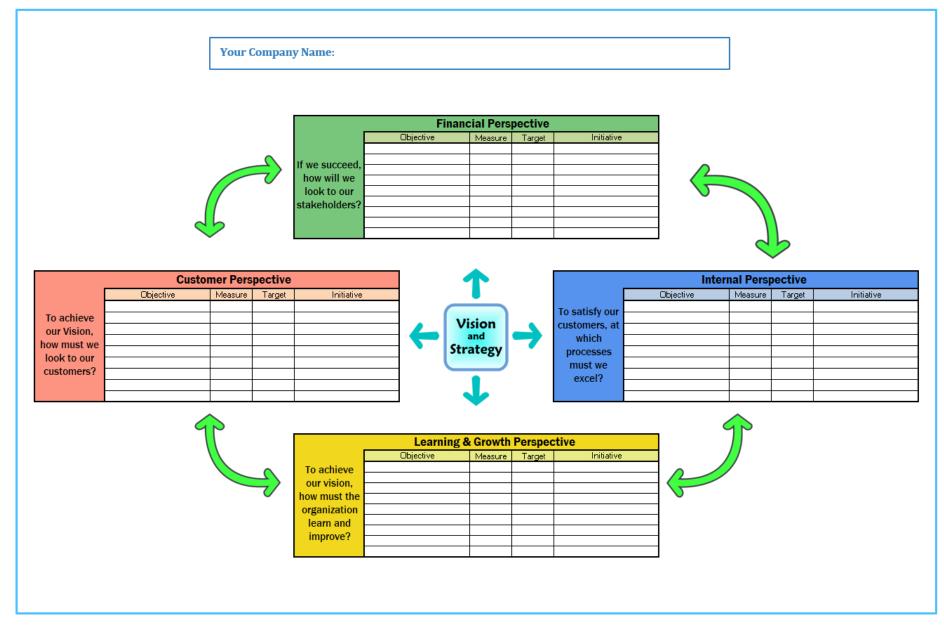


	Internal Perspective				
	Objective	Measure	Target	Initiative	
To satisfy our	Partner with Vendors for MDF	% Marktg Budge	5%	Lunch & Learns	
	Increase Project Efficiency	% Budgt Time	< 100%	Op. Agile Project Phase III	
customers, at	Fine-tune PSA & RMM for MSI	Valid MSP Repts	100%	Op. Goober Care Phase II	
which	Lowr Ave. # Outstanding Issues	Ticket Count	< 250	Agile Service Delivery Phase II	
processes	Manage Service Backlog Hour	Days Beklogd	< 5	Agile Service Delivery Phase II	
must we		(Proj & Service)			
excel?					
excer:					



Learning & Growth Perspective					
	Objective	Measure	Target	Initiative	
To achieve our	Establish ITIL Certification	% Team Trained	100%	ITIL Certification Phase I	
vision, how	Establish HIPAA Compliance	: Team Trained	100%	HIPAA Compliance Phase I	
	Establish EMR & Scan Systems	: Team Trained	100%	Final Friday Training	
must the	100%Get Everyone On Board	% Empls Aware	100%	Q4 2016 Company Retreat	
organization	Team Informed and Aligned	%Ppl@Stdups	100%	Weekly Standups	
learn and					
improve?					

SCORECARD WORKSHEET



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.