

The Balanced Scorecard

"What you measure is what you get. Senior executives understand that their organization's measurement system strongly affects the behavior of managers and employees." - Kaplan and Norton

Internal Business Processes

Objectives Measures

Targets

Initiatives

Financial

Objectives Measures Targets Initiatives

Vision & Strategy

Learning and Growth

Objectives

Measures

Targets

Initiatives

Customer

Objectives Measures Targets Initiatives





