

THE BALANCED SCORECARD

PORTFOLIO ANALYSIS

Financial
"To succeed financially, how should we appear to our shareholders?"

Objective	Measures	Targets	Initiatives

Internal Business Processes
"To satisfy our shareholders and customers, what business processes must we excel at?"

Objective	Measures	Targets	Initiatives

Customer
"To achieve our vision how should we appear to our customers?"

Objective	Measures	Targets	Initiatives

Vision and Strategy

Learning and Growth
"To achieve our vision, how will we sustain our ability to change and improve?"

Objective	Measures	Targets	Initiatives

