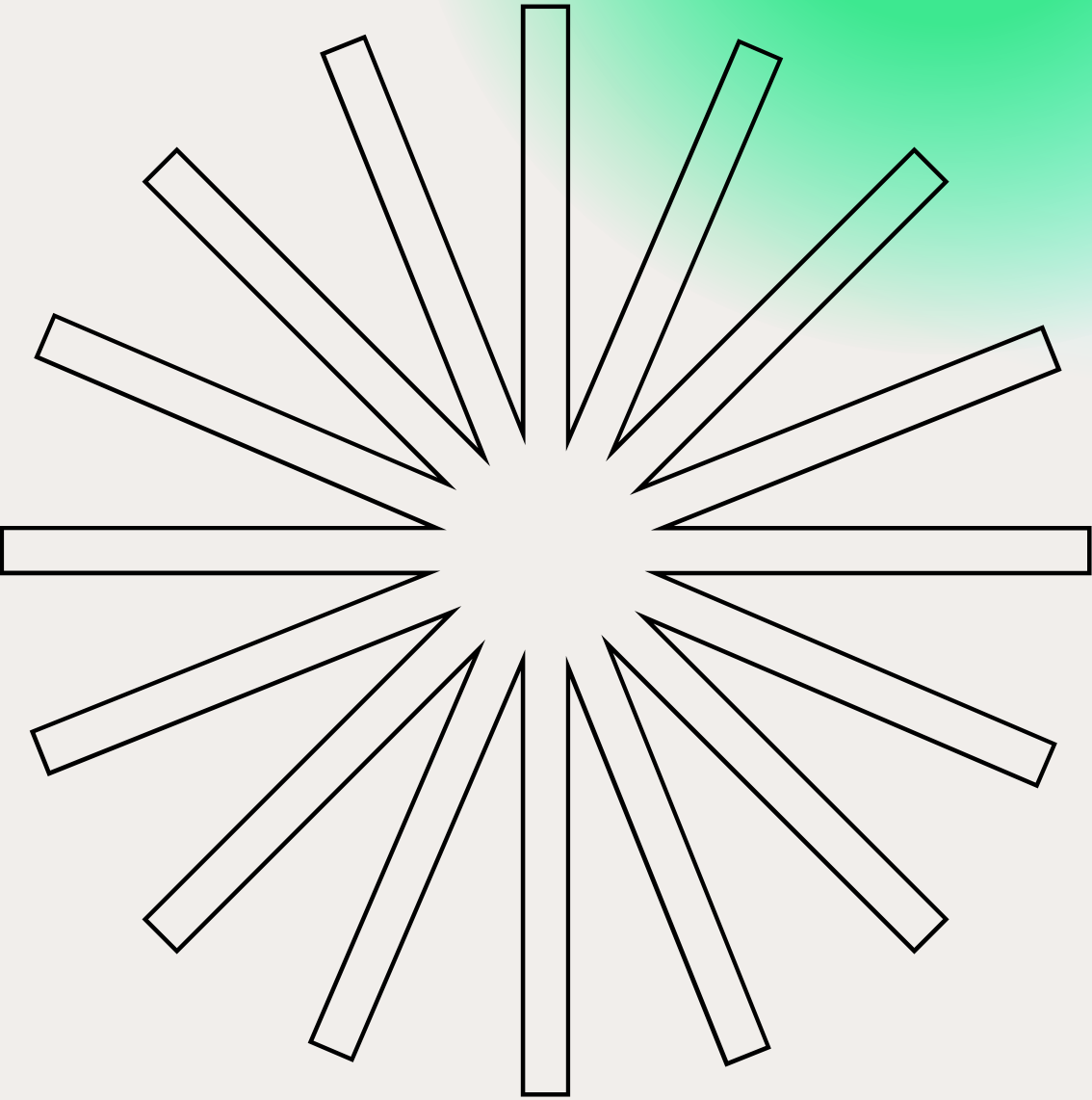

Business strategy



CONTENT

- Balanced Scorecard



The balanced scorecard (BSC) framework serves as a guide to define your organization's goals and the necessary steps to achieve them. It provides a comprehensive view of what needs to be accomplished, aligning objectives with day-to-day activities and tracking progress through measurable indicators



Elements

To implement the balanced scorecard framework effectively, you should consider the following elements:

- 1.Objectives: clearly define the desired outcomes or goals you aim to achieve, such as becoming the industry leader in quality customer care
- 2.Measures: identify specific metrics or indicators that will be used to measure success and progress, such as maintaining an average customer feedback score of B+.
- 3.Initiatives: establish strategic programs or projects designed to support the objectives, such as launching a new customer ticketing system to enhance customer support capabilities
- 4.Action items: break down the initiatives into actionable tasks assigned to individuals or small teams

Balanced Scorecard

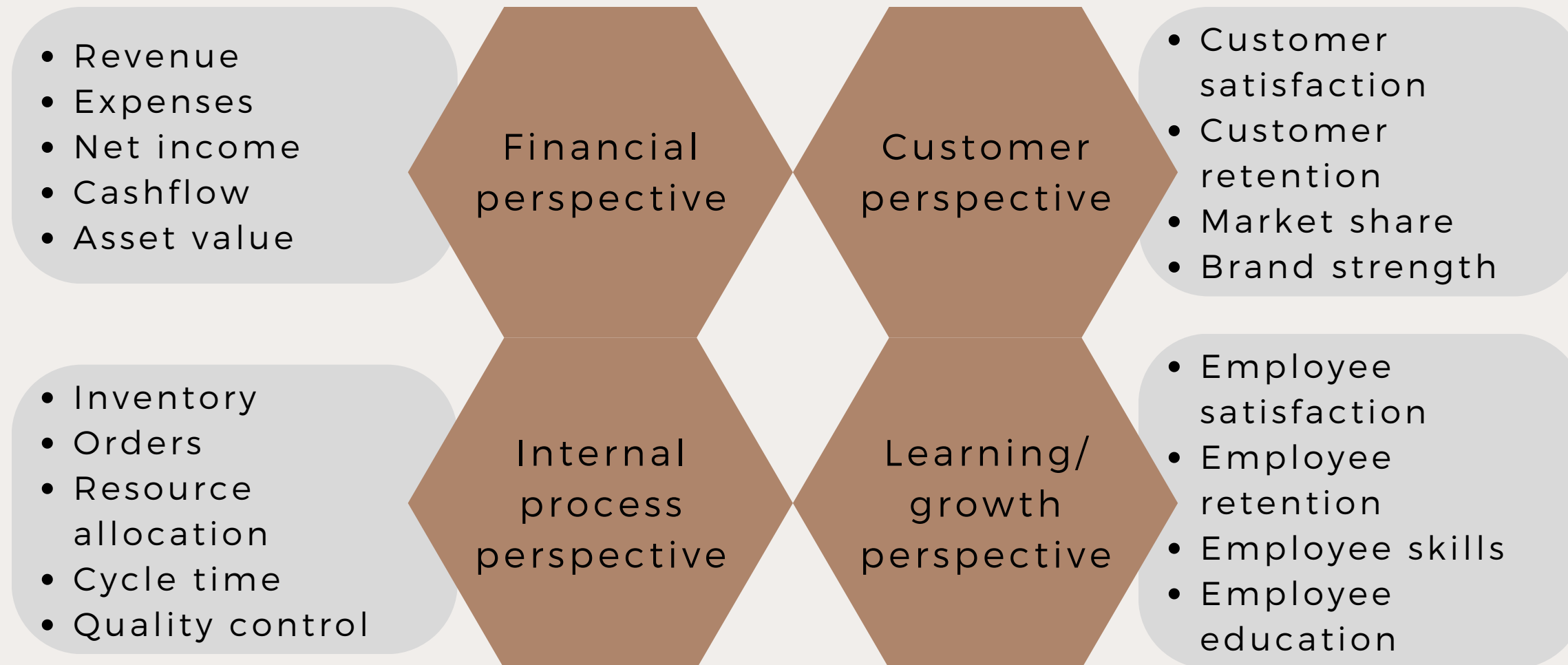
How it works?

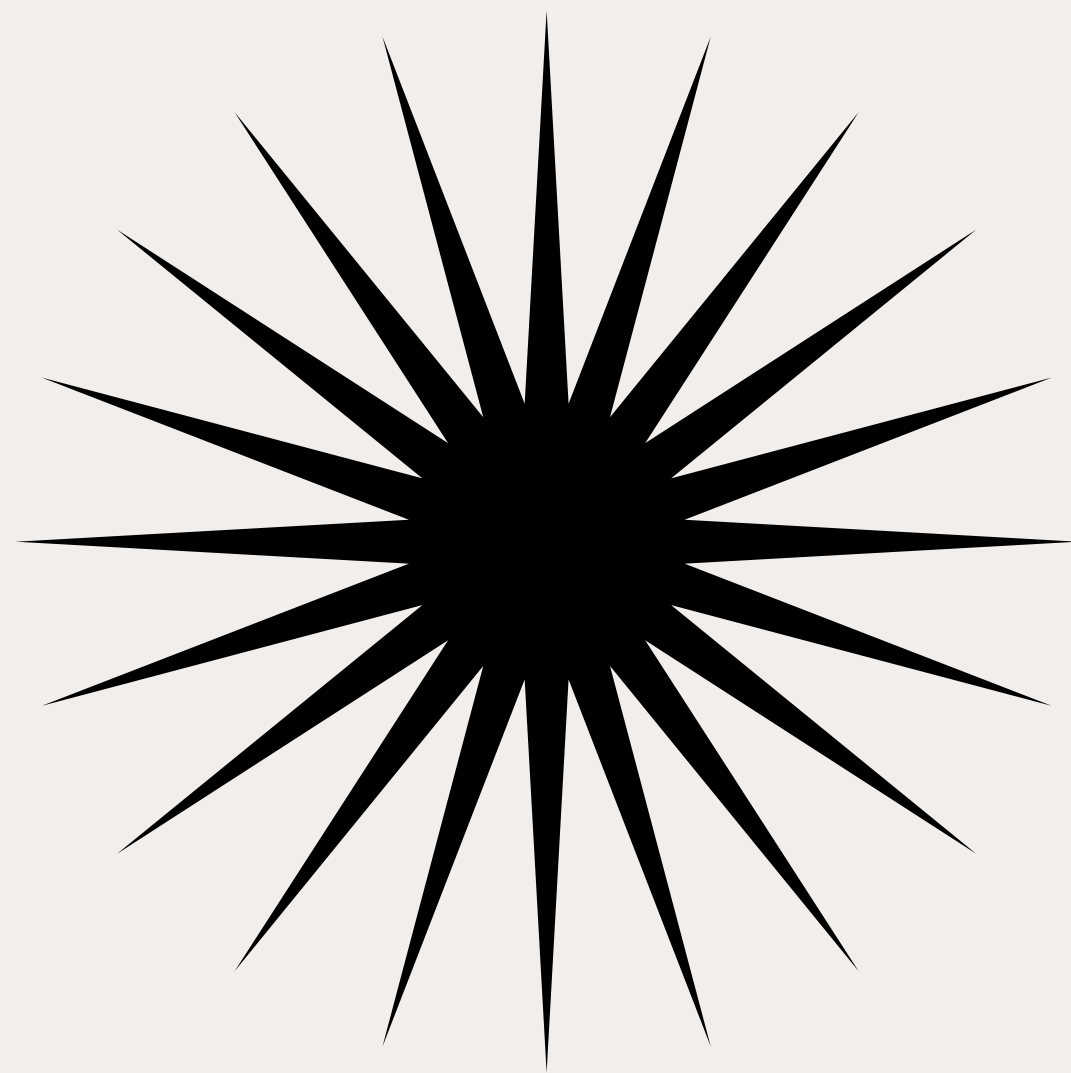
The balanced scorecard framework incorporates performance indicators across four perspectives: financial, customer, process, and innovation. These perspectives may vary depending on the nature of the business. Key performance indicators (KPIs) are defined within each perspective and compared against predetermined objectives

Used to:

1. Evaluate the effectiveness of a business strategy
2. Translate long-term targets into actionable objectives and measurable KPIs
3. Identify potential financial issues before they become significant problems
4. Compare performance against benchmarks and industry standards
5. Facilitate organizational change by aligning objectives and monitoring progress
6. Aid in resource allocation decisions to optimize efficiency and effectiveness

Balanced Scorecard





**Thank you for
your attention!**