



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

CUSTOMER
PERSPECTIVE

FINANCIAL
PERSPECTIVE

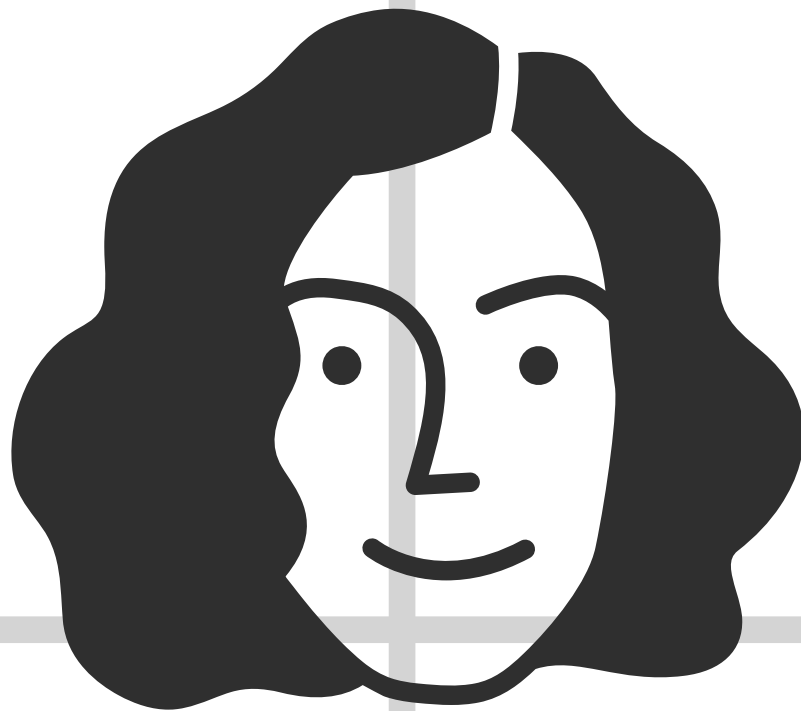
INTERNAL
PROCESS
PERSPECTIVE

LEARNING
AND GROWTH
PERSPECTIVE

STRATEGY

LINKING
PEOPLE

PERFORMANCE



RECRUITMENT

RETENTION

DEVELOPMENT

HELP THE
EMPLOYERS
TO
UNDERSTAND

FRAMEWORK
DESIGNED TO
MEASURED AND
EVALUATE THE
SUCCESS

INDICATORS OF
BUSINESS
PERFORMANCE



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?