Why Implement a balanced Scorecard ?

➢ To give managers a comprehensive view of the performance of an employee and business

➢ Employee Satisfaction

➢ To survive and prosper in today's world

➢ It provides feedback to both the internal business processes and external outcomes in order to continuously improve strategic performance and results

Why are companies Adopting BSC?

✓ Change.

✓ Growth.

✓ Implementation.