

Why Implement a Balanced Scorecard ?

- Increase focus on strategy and results
- Align organization strategy with the work people on day-to-day basis
- Improve communication of the organization's Vision and Strategy
- To provide a more reliable basis for awarding incentive based pay

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