

What is Balance Scorecard?

- A Balanced Scorecard monitors the **performance** of all or part of an organization, towards strategic goals
- It is used in **business, industry, government,** and **nonprofit organizations** worldwide to align business activities
- It gives a **framework** and helps planners identify what should be done and **measured**

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