

Measuring Results

- The board agreed on a clear set of strategies
- The two divisions established a clear statement
- The managers for the first time developed long-term view of the objective ,the organization was trying to achieve
- Reporting on relevant information back to the centre

Conclusion

-
- Balanced scorecard is a powerful strategic tool
 - It represents a fundamental change in how an organization is measured and held accountable for results
 - It also poses threats to an established corporate culture and has potential weaknesses if it isn't executed properly