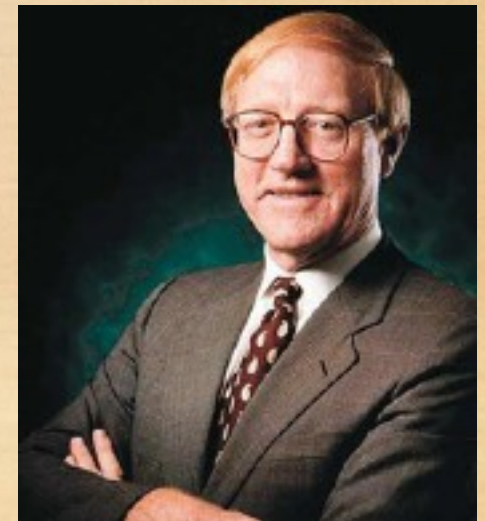


Where it started.....

- Introduced in 1992 by Drs. **Robert Kaplan** (Harvard Business School) and **David Norton** as a performance measurement framework
- The **Balanced Scorecard** is the most commonly used framework for ensuring that companies



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**