**Balanced Scorecard**

**Balanced Scorecard is a business performance scorecard which is used to create strategic priorities, initiatives and KPI’s. Basically, it is a different way to create strategic priorities that align with what you are doing in your business. In this we track our financial progress, but we do more than just create money in our business. We do things for the customers. We learn how to grow and build our people and we have to improve our actual machines in our business in order to serve more customers and make more money. It is divided in to four parts: Financial, Customer, Internal business Process and Learn & Growth. All these perspectives work in an ecosystem. Each of these perspectives have their own divisions in to:**

**Objective: What you are going to do?**

**Measures: What are the KPI’s attached to it?**

**Targets: What you are aiming at?**

**Initiatives: Individual tasks you are going to achieve.**