

***The Balanced Scorecard Translating Strategy Into Action Robert S Kaplan***

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### **The Balanced Scorecard Translating Strategy**

The balanced scorecard consists of four sections: clarifying and translating vision and strategy; communicating and linking strategic objectives and measures; planning, setting targets, and aligning strategic initiatives; and enhancing strategic feedback and learning.

### **The Balanced Scorecard: Translating Strategy into Action ...**

The Balanced Scorecard: Translating Strategy into Action. The four perspectives of the scorecard--financial measures, customer knowledge, internal business processes, and learning and growth--offer a balance between short-term and long-term objectives, between outcomes desired and performance drivers of those outcomes,...

### **The Balanced Scorecard: Translating Strategy into Action ...**

The Balanced Scorecard: Translating Strategy Into Action. The Balanced Scorecard provides the management system for companies to invest in the long term - in customers, in employees, in new product development, and in systems - rather than managing the bottom line to pump up short-term earnings. It will change the way you measure and manage your business.

### **The Balanced Scorecard: Translating Strategy Into Action ...**

Strategic Projects B al nced Scorecard 3.Internal Processes 4.Innovation 2.Clients

BalancedScorecardinPractice Balanced Scorecard StepI: Translationofthemission

•clarilcationandreviewof missionstatementand strategy •developmentofBSC StepIV: Learningand adjustment •reportingoftarget achievement •reviewofchang-ingenvironment ...

### **The Balanced Scorecard - Translating Strategy into Action**

This is the most important perspective of the Balanced Scorecard since it is the measurement basis of all the others. Financial objectives should be linked to the one corporate strategy with a strong emphasis on the cause-and-effect relationships that every change can have.

### **The Balanced Scorecard: Translating Strategy into Action**

The Balanced Scorecard: Translating Strategy into Action. The Balanced Scorecard translates a company's vision and strategy into a coherent set of performance measures. The four perspectives of the scorecard--financial measures, customer knowledge, internal business processes, and learning and growth--offer a balance between short-term...

### **The Balanced Scorecard: Translating Strategy into Action**

The Balanced Scorecard provides executives with a more comprehensive framework to translate a company's vision and strategy into a coherent set of performance measures than finances alone. Remember that a strategy is a set of hypotheses about cause and effect.

### **The Balanced Scorecard: Translating Strategy into Action ...**

Kaplan, Robert S., and David P. Norton. The Balanced Scorecard: Translating Strategy into Action. Boston: Harvard Business School Press, 1996. (Nominated for Financial Times/ Booz-Allen & Hamilton Global Business Book Award presented by Booz-Allen & Hamilton. Winner of Notable Contribution to ...

### **The Balanced Scorecard: Translating Strategy into Action ...**

The must-read summary of Robert S. Kaplan and David P. Norton's book: "The Balanced Scorecard: Translating Strategy into Action".This complete summary of the ideas from Robert S. Kaplan and David P. Norton's book "The Balanced Scorecard" shows that the Balanced Scorecard is a new business management system which links the achievement of long-term strategic goals with day to day operational requirements.

### **The Balanced Scorecard: Translating Strategy into Action**

Balanced Scorecard, to facilitate the translation of strategy into action. 2 The Balanced Scorecard is a short document summarizing succinctly a set of leading and lagging performance indicators

grouped into four different perspectives: financial, customer, internal processes, and learning and growth (see Figure 1).

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