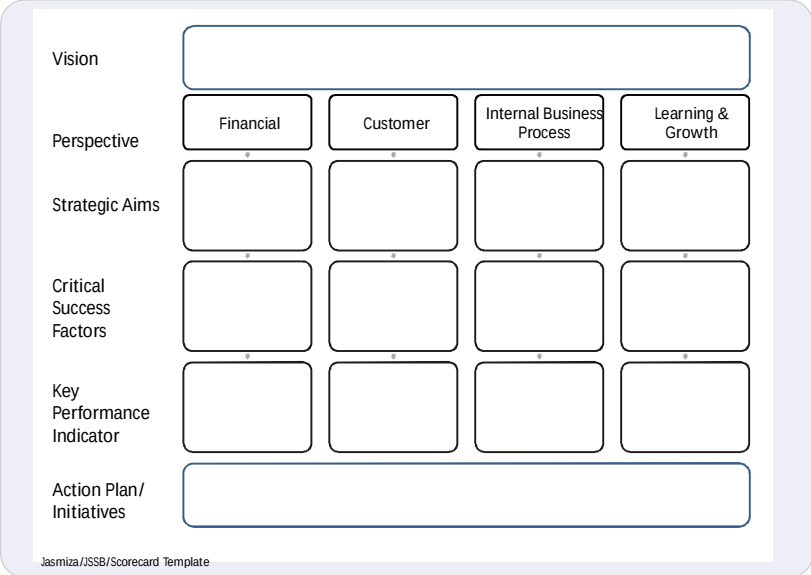

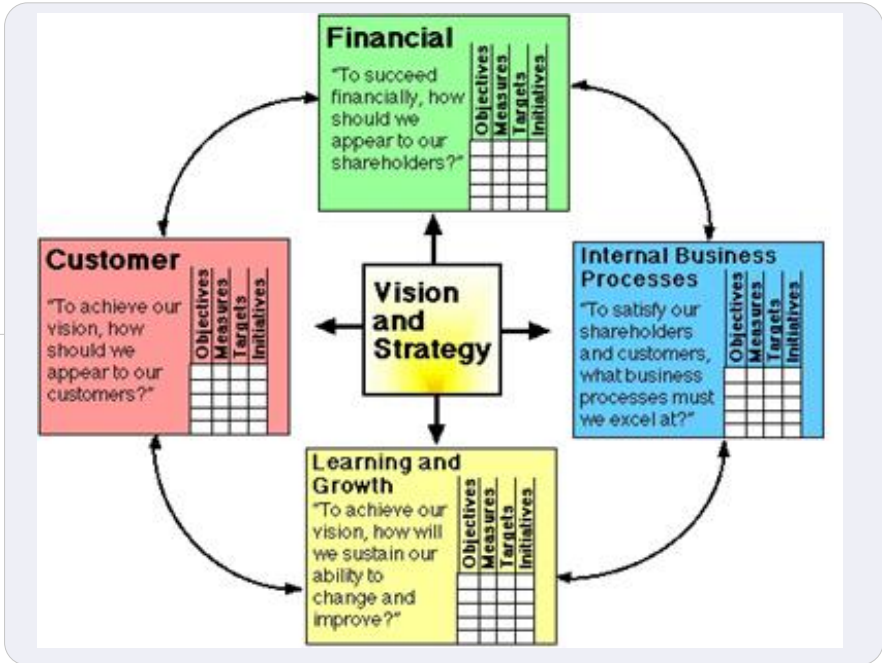

Business Scorecard

Element

- Financial
  - to achieve financially appearance to stakeholder
    - EBITDA
    - NOPAT
- Customer
  - To achieve our vision, how should we appear to our customer
- Internal Business Process
  - To satisfy our shareholders and our customers what business process must we excel at
- Learning & Growth
  - Sustain ability to change and improve

Supporting Tools

- SWOT
- PEST
- Options Generations
- KPBI
  - Key Planning and Budget Index

Originated

- R.S Kaplan
- D.P. Norton

When to Use

- Translating a vision or strategy into specific measures anf goals