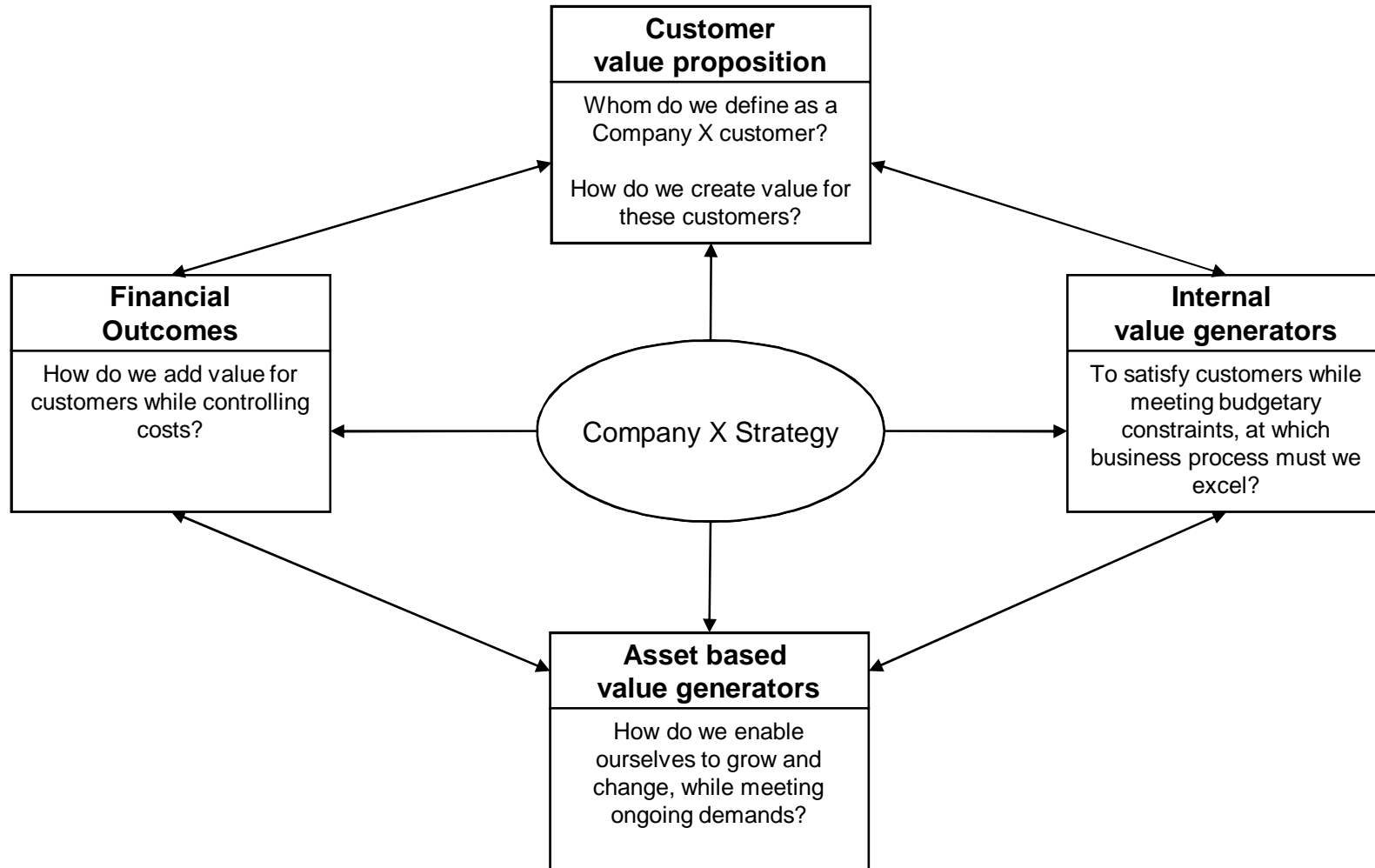


# A Balanced Scorecard approach to developing and monitoring Company X strategy

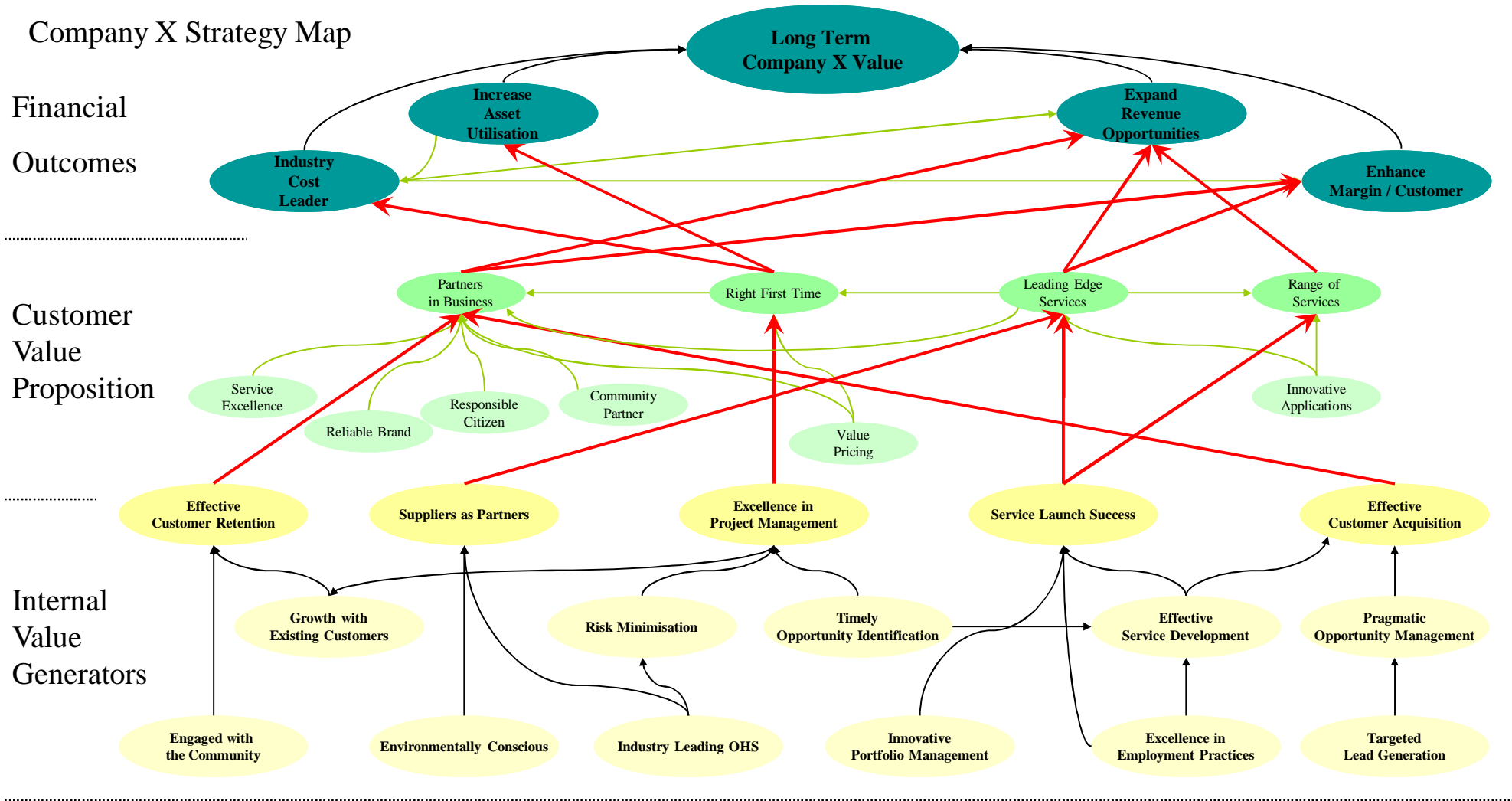
# Introduction

- The Managing Directors original request
  - Leading sales indicators
  - useful but need to be used in context
  - my question was “what supports the sale and what does it support?”
- Why use a balanced scorecard
  - to assist us in articulating the detail of the Company X strategy
  - to demonstrate where “sales indicators” fit within that strategy
  - to highlight the core elements of the Company X business
  - to provide a set of interlocking measures which help us to monitor the health of the business
  - to provide a set of levers which when used have an known impact on the desired business outcomes

# What is a BSC?



# Company X Strategy Map



## Asset-based Value Generators

