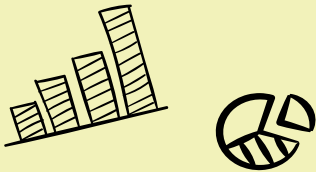


# What makes a Balanced Scorecard?

## Financial

Tracks financial measures and performance



- £ Return on Investment?
- £ Revenue growth?
- £ Gross margin?
- £ Cost reduction?
- £ Forecast vs target?

## Customer

Measures customer satisfaction & performance metrics



- ★ Retention rate?
- ★ Net Promoter Score?
- ★ Lifetime value?
- ★ Monthly Revenue?
- ★ Churn rate?

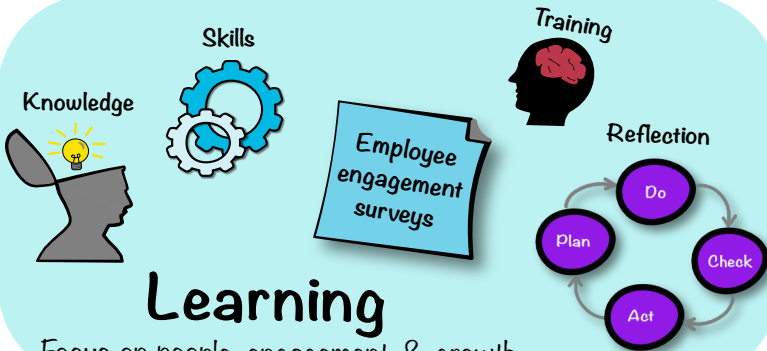
Where are we going?

## Strategic Goals

What are we aiming for?

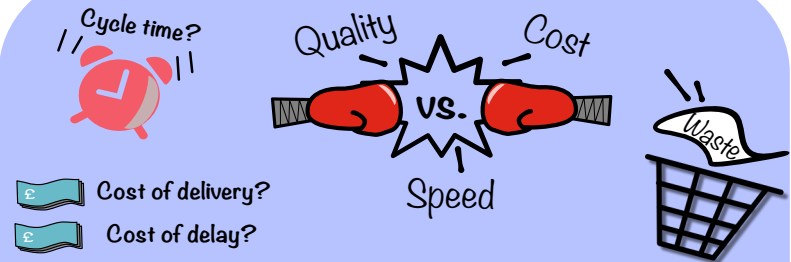
## Learning

Focus on people, engagement, & growth



## Internal process

Measures critical (to-customer) processes



- £ Cost of delivery?
- £ Cost of delay?