

Balanced Scorecard Worksheet

Name of Organization: _____

Date _____

Balanced Scorecard Category	Main Objective(s)	Key Measure(s)	Target(s)	Overall Initiative(s)
<p>Financial</p> <p>How are we perceived by our shareholders?</p> <p>What is the strategy for growth, profitability, and risk viewed from the perspective of the shareholder?</p>				
<p>Customer</p> <p>How do our customers perceive us?</p> <p>What is the strategy for creating value and differentiation from the perspective of the customer?</p>				
<p>Internal Business Processes</p> <p>At what processes must we excel?</p> <p>What are the strategic priorities for various business processes, which create customer and shareholder satisfaction?</p>				
<p>Learning and Innovation</p> <p>How do we sustain our ability to be innovative and to change?</p> <p>What are the priorities to create a climate that supports organization change, innovation, and growth?</p>				