

# Balanced Scorecard

## The Highlights

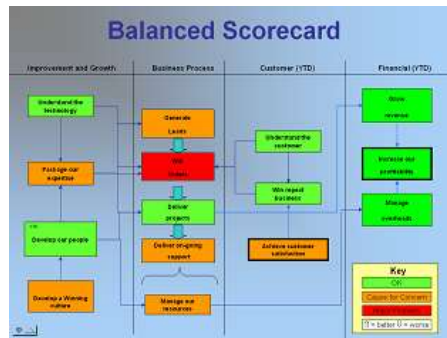
- Strategy map and scorecard built to substantiate the strategy
- Proved an ideal tool for communicating performance and strategy to staff
- Detailed version provided executive with balanced view of the key business performance metrics.

## The Problem

Like many businesses, our client was always struggling to find the right set of measures to determine whether the business was making successful progress – both in the long and short term. An historic reliance on financial measures was being challenged by softer measures, but a rigorous approach to business performance measurement was still lacking.

## The Solution

We worked with the client and a third party software provider and its consultants to implement and operate a balanced scorecard system within the client. The scorecard used the latest thinking on strategy maps to determine what were the key “do wells” within the business, and then to derive their relevant metrics. The common financial-customer-operations-growth perspectives were used. We also helped implement scorecards at departmental and individual level within the business, and opened the way to operating scorecards as a more general tool for activities such as contract and service management.



## The Result

The scorecard provided a simple Red-Amber-Green model for communication of business performance to the whole of the company’s workforce. This formed the centre-piece of monthly company briefings where it provided a “weather forecast” of the state of the business. More detailed versions were used by executive to actually manage the business. Implemented initially on Excel and Powerpoint, the client is now moving to a hosted scorecard service to speed scorecard development and distribution.

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