



Balanced Scorecard

Envision where you want your business to be in five years. Take the time to outline key aspects such as who you serve, how you serve them, and the value you create in the world.

Who will you serve?

How will you serve them?

How will it make the world better?

Vision Statement



Balanced Scorecard

Now, map out the key performance indicators (KPIs) for financials, customers, processes, and people that you will need to achieve to bring that vision to life.

Financials

Customer

Process

People