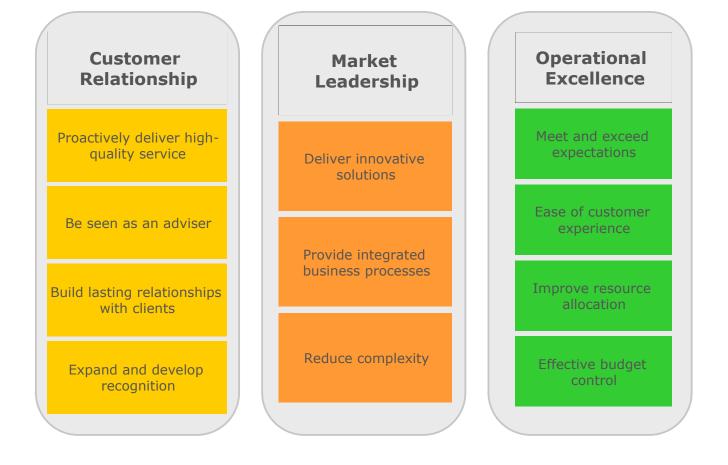
## Full Balanced Scorecard for an IT company

## **Increase Shareholder Value**

Leader in strategic market Diversified sources of revenue

Grow profitability



## Industry Expertise

Invest in reasearch development

Collaboration between employees

## **Attract and Retain Talent**

Compensation and Benefits

Develop employees' management skills