

Full Balanced Scorecard for an IT company

Increase Shareholder Value

Leader in strategic market

Diversified sources of revenue

Grow profitability

Customer Relationship

Proactively deliver high-quality service

Be seen as an adviser

Build lasting relationships with clients

Expand and develop recognition

Market Leadership

Deliver innovative solutions

Provide integrated business processes

Reduce complexity

Operational Excellence

Meet and exceed expectations

Ease of customer experience

Improve resource allocation

Effective budget control

Industry Expertise

Invest in reasearch development

Collaboration between employees

Attract and Retain Talent

Compensation and Benefits

Develop employees' management skills