Hoshin Kanri vs. Balanced Scorecard

Finance

If we satisfy the needs of our customers, what outcomes will our stakeholders see?

Customer

To achieve our vision, how must we look to our customers?

Internal Business Processes

How are we going to satisfy customer needs and meet financial goals?

Learning and Growth

How should the company learn and improve in order to achieve its vision?

Strategic theme: Build high-quality product

Strategic theme: Achieve sustainable growth

Strategic theme: Keep team motivated

Strategic theme: All themes

Lagging indicator

Strategy map legend

Annual objective 1: Focus on the needs of high-paying clients
- Modify customer support policies
- Plan the development of new product features

KPI 01: Time to respond for high-paying clients, days
KPI 02: Churn rate for high-profile clients, %

Annual objective 2: Achieve excellence in product training
- Implement video tutorials
- KPI 03: % of functions with up-to-date video

Annual objective 3: Test and implement innovative ideas
- Implement innovation pipeline
- KPI 04: Innovation pipeline performance

Annual objective 4: Optimize business processes
- Conduct constraints analysis
- KPI 08: Improvement ideas suggested
- KPI 09: Processes with optimization plan, %

Improve financial sustainability