






Mission \_\_\_\_\_

Financial Perspective

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

Financial goal : \_\_\_\_\_








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0	 KPI:		
0	 KPI:		
Initiative: _____ \$			
_____			

Customer Perspective


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





Customer goal 1 : \_\_\_\_\_



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Customer goal 2 : \_\_\_\_\_








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Internal Process Perspective


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





Internal goal 1 : \_\_\_\_\_




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


Internal goal 2 : \_\_\_\_\_



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Internal goal 3 : \_\_\_\_\_








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Learning & Growth Perspective


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





Learning goal 1 : \_\_\_\_\_




0		0	
0	 KPI:		
0	 KPI:		
_____			
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


Learning goal 2 : \_\_\_\_\_



0		0	
0	 KPI:		
0	 KPI:		
_____			
_____			

Learning goal 3 : \_\_\_\_\_



0		0	
0	 KPI:		
0	 KPI:		
_____			
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Strategy map legend

Strategic theme: Default

Leading indicator

Lagging indicator