Private-Sector Organization

The Strategy

Financial Perspective
"If we succeed, how will we look to our shareholders?"

Customer Perspective
"To achieve our vision, how much we look to our customers?"

Internal Perspective
"To satisfy our customers, which processes must we excel at?"

Learning and Growth Perspective
"To achieve our vision, how much our organization learn and improve?"

Public-Sector and Nonprofit Organizations

The Mission

Fiduciary Perspective
"If we succeed, how will we look to our taxpayers (or donors)?"

Customer Perspective
"To achieve our vision, how much we look to our customers?"

Internal Perspective
"To satisfy our customers and financial donors, which business process must we excel at?"

Learning and Growth Perspective
"To achieve our vision, how much our organization learn and improve?"

หม่อมราชินี: Strategy maps นำเสนอโดย Robert S. Kaplan, David P. Norton

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