



Balanced Scorecard Map

Based on best practice Enterprise Modelling & Architecture principles



Table of Contents

Balanced Scorecard Map 1

Introduction 3

Balanced Scorecard Map 3

How to use the Balanced Scorecard Map 3

GUIDELINES FOR LEADING PRACTICE SUBSCRIPTION 6

USE OF COPYRIGHTED MATERIAL 7



Introduction

The Balanced Scorecard is a strategic planning and management system that is used extensively in business, government, and nonprofit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals. It was originated by Dr. Robert Kaplan and Dr. David Norton as a performance measurement framework that added strategic non-financial performance measures to traditional financial metrics to give managers and executives a more balanced view of organizational performance.

In order to better capture and document all of the balanced scorecard-centric objects, the Balanced Scorecard is built as a map. The Balanced Scorecard Map is an accurate list and representation of decomposed and/or composed objects. A map is often represented in the form of a simple list or a chart laid out in columns in either a document or a spreadsheet. It's appearance ranges from that of a single list of one object or that of multiple objects across multiple rows within one or more (specific) columns.

The purpose of constructing a Balanced Scorecard Map is to build an inventory or indexed list of objects that are to be either decomposed or composed for later usage within the business layer, information layer and/or technology layer of an enterprise. It is a powerful yet simple to use tool that allows the practitioner to document large amounts of information in a structured and coherent way.

Balanced Scorecard Map

The Balanced Scorecard Map provides you with a detailed overview of identified balanced scorecards (identified with a unique name and ID number), performance drivers, business measures, objectives, and performance indicators.

How to use the Balanced Scorecard Map

Identify and capture the balanced scorecards (identified with a unique name and ID number), performance drivers, business measures, objectives, and performance indicators.

For example:

1. A balanced scorecard may have multiple yet specific associations with performance drivers, business measures, objectives, and performance indicators.
2. Multiple balanced scorecards may have an association with any single specific performance drivers, business measures, objectives, and performance indicators.



Balanced Scorecard #	Why	Where	What	
	Performance Driver	Business Measure	Objective (plan, forecast, budget, etc.)	Performance Indicator
#				
#				
#				
#				
#				
#				

Table 1: The Balanced Scorecard Map.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Balanced Scorecard Map, but there may be more (or fewer) relevant objects that are used within your organization. If that is the case, feel free to either add new ones, or remove any objects that are not relevant, or are otherwise unimportant, for this particular map.

Also note that the objects might have a different name in your organization, so make sure to adapt the objects of this artefact so that it fits to the taxonomy of your organization.



The objects involved with a Balanced Scorecard Map is shown in Table 2.

Objects used with a Balanced Scorecard Map		
Notation	Name	Description
	Driver (performance drivers)	An external or internal factor that drives, establishes motivation for or influences the direction of an enterprise.
	Measure (business measures and performance indicators)	Any type of measurement used to gauge some quantifiable component of an enterprise's performance.
	Objective (plans, forecasting, budgeting, etc.)	The purpose or target of one's efforts or actions.

Table 2: Objects typically associated with the Balanced Scorecard Map.



GUIDELINES FOR LEADING PRACTICE SUBSCRIPTION

- **SERVICES** are the subscription-based access to research, advisory, benchmarking, assessment, consulting and related services described herein. Service descriptions, names and levels of access are as detailed for each product offering.
- **CUSTOMIZED SERVICES.** If requested, LEADing Practice will customize the services to meet client’s special demands and may periodically update the names and the deliverables for each service.
- **USER** is the individual named in the Client Purchase Order (each a “Licensed User”) who is licensed to use the services. Clients will have limited access to the services based on agreed upon number of users.
- **CLIENT CONFIDENTIAL INFORMATION.** LEADing Practice agrees to keep confidential any Client-specific information communicated by client to LEADing Practice that is (a) clearly marked confidential if provided in written form, or (b) preceded by a statement that such information is confidential, if provided in oral form, and such statement is confirmed in writing within 15 days of its initial disclosure.

OWNERSHIP AND USE OF THE SERVICES

LEADing Practice owns and retains all rights to the services not expressly granted to client. Only the individuals named in the Client Purchase Order (each a “**Licensed User**”) may access the services. Each licensed user will be issued a unique password, which may not be shared. Client agrees to review and comply with the following:

USAGE GUIDELINES FOR LEADING PRACTICE SERVICES

All LEADing Practice Services, which are accessible to all licensed users via the “policies” section under www.leadingpractice.com. Among other things, these guidelines describe how client may substitute licensed users, excerpt from and/or share LEADing Practice content and documents within the client’s organization, and quote or excerpt from the services externally.

Client may not redistribute copies of individual LEADing Practice content and documents, by electronic means or otherwise, to non-users without LEADing Practice’s prior written permission. Users may not reproduce or distribute the services externally without LEADing Practice’s prior written permission, except for external distribution, in their entirety only, of reprints of individual documents purchased by client.

Any approved external use of the services must comply with LEADing Practice Copyright and Policy, which may be viewed on www.leadingpractice.com. Clients cannot store services on any information storage and retrieval system.

ACCESS TO THE SERVICES

ID’s for access to LEADing Practice Knowledge Repository and analyst inquiry may not be shared. Access to the services is restricted to the number of named individuals (each “user”) as identified in the Client Purchase Order. The client acknowledges and agrees to inform all users that LEADing Practice may monitor activity on LEADing Practice’s websites and repository, including access to, and use of, the services by individuals. Upon request, client agrees to provide LEADing Practice with assurance from a responsible Clients Account Manager (or other relevant evidence) of compliance with these usage terms.

USE OF COPYRIGHTED MATERIAL

These guidelines apply to all uses of “LEADing Practice’s material” that are protected by copyright which among other things includes all text, images, software, documentation, screenshots, websites, photographs, video footage, etc., “LEADing Practice’s material”, in whatever media they may be used including print media, online media, books, articles, audiovisual works, blogs, wikis, or any other format or medium.

“LEADing Practice’s material” refers to all information and material containing standards, products, software, website, frameworks, methods, approaches with associated descriptions, categorization, classification, semantics relationship, ontology, meta objects, artifacts, maps, matrix and models, in whatever media they may be used.

“LEADing Practice’s material” is Intellectual Property (IP) of LEADing Practice ApS and protected by copyright and limitations apply to the reuse of this IP. The Intellectual Property Rights (IPR) consists of information, knowledge, objects, artifacts, experience, insight and/or ideas, that are structured to enable reuse to deliver value creation and realization.

The LEADing Practice ApS intellectual property is protected by law, including, but not limited to, internationally recognized United States and European Union IPR copyright law. Except as specifically indicated otherwise in writing, LEADing Practice ApS is the owner of the copyright in the entire “LEADing Practice’s material” and LEADing Practice ApS reserves all rights in that regard.

Use or misuse of the IPR, the trademarks, service marks or logos is expressly prohibited and may violate country, federal and state law. The following limited situation where use is permitted without LEADing Practice prior written permission.

- The LEADing Practice materials and all copies shall remain at all times the exclusive property of LEADing Practice ApS.
- LEADing Practice material **CAN NOT BE REPRODUCED, MODIFIED, COPIED, AGGREGATED, DISTRIBUTED, TRANSMITTED, DISPLAYED, PUBLISHED, LICENSED, TRANSFERRED OR CREATE DERIVATIVE WORKS OR SELL ANY INFORMATION YOU AGAIN ACCESS TO THROUGH LEADING PRACTICE.**
- You must use the LEADing Practice materials without modification.
- You may not use the LEADing Practice material in any offensive manner or context, for example in a way that is defamatory, disparaging or libelous to, or otherwise presents false or misleading information regarding, LEADing Practice or any other party, or its or their products or services; in conjunction with obscene or pornographic material; in a manner that suggests bias based on race, national origin, gender, sexual orientation, or religion; or in any manner that would be illegal under applicable law.
- You may not imply any LEADing Practice partner, sponsorship, affiliation or endorsement.
- You may not use the LEADing Practice material for a purpose competitive with LEADing Practice or its products unless otherwise clearly permitted by applicable law.
- You may not use the LEADing Practice corporate logo.
- No use of other LEADing Practice trademarks is granted under this section.

Third parties wishing to use “LEADing Practice’s material” that are protected by copyright must have LEADing Practice’s permission to do so. In some situations described below, LEADing Practice gives you that permission so long as you comply with the requirements stated.

In others cases, you must obtain LEADing Practice’s written consent. If you don’t already have a contract with LEADing Practice that clearly gives you such rights, please contact LEADing Practice to request such permission.

LEADing Practice ApS may, in appropriate circumstances of infringement of the intellectual property rights pursue legal action. For questions, please get in touch with us.