

# Mission, Vision, Values: The Precursor to Balanced Scorecard

- Understand what the many definitions of strategy are.
- Understand why strategy is important to BSC.
- Understand what the key elements of strategy are.
- Understand why strategy is not operational excellence.
- Understand what a mission is.
- Understand what vision is.
- Understand what values are.
- Understand why mission, vision & values are important to BSC.

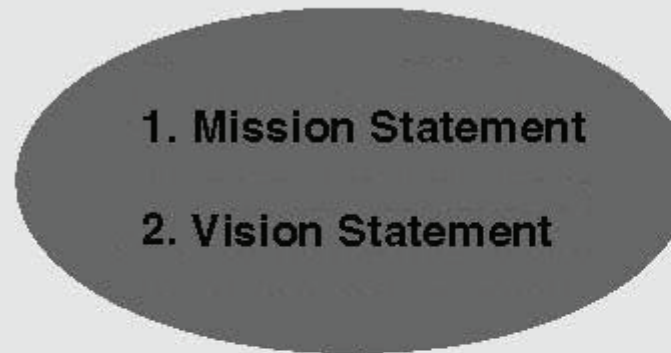
## Mission, Values, and Vision

Thousands of organizations around the world have used the Balanced Scorecard to successfully implement their strategies. But before a strategy is formulated or implemented, the organization must contemplate its mission, values, and vision. These concepts are at the core of any effective organization — inspiring all stake-holders, guiding decisions, and aligning the actions of every employee. The Balanced Scorecard will ultimately translate the mission, values, vision, and strategy into performance objectives and metrics you can use to gauge your success in meeting your overall aims.

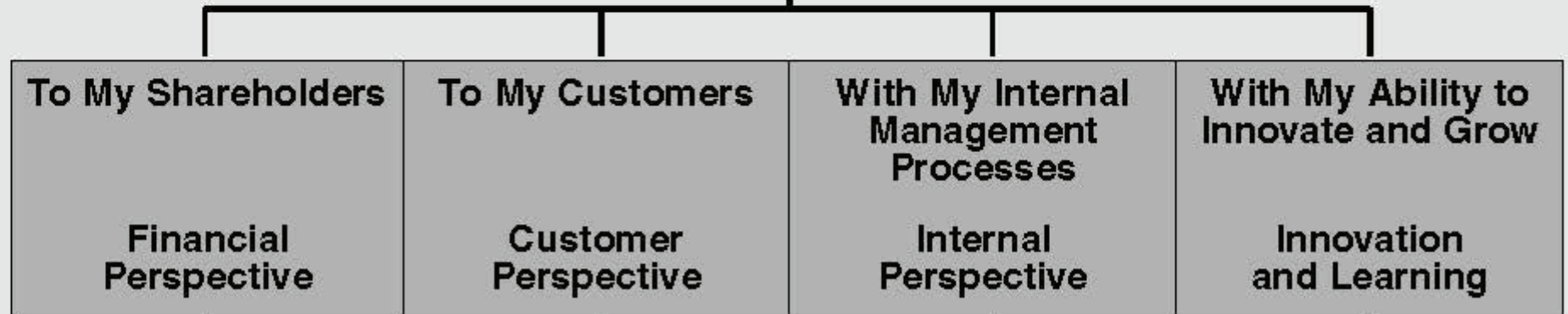
We'll examine each of these building blocks in detail; consider what they are and how to determine their effectiveness, review tips on developing them, and identify their vital linkage to the Balanced Scorecard. As a Scorecard practitioner you'll need to determine if the Balanced Scorecard you've developed is truly aligned to your mission, values, and vision, & equip you with the tools to make that critical determination.

# Linking Measurements to Strategy

What is My Vision of the Future?



If My Vision Succeeds, How Will I Differ?



What Are the Critical Success Factors?



What Are the Critical Measurements?



**THE BALANCED SCORECARD**

# Where Balanced Scorecard Fits

