

## Balanced Scorecard For: The Generic Company

Financial					
	Objective	Initiatives	Measures	Targets	Actual
To succeed financially <i>how should we appear to the investors?</i>	Ecommerce Site	Sales	Revenue	\$75k	
	3 <sup>rd</sup> Party	Sales	Revenue	\$1k	
	Speakers	Marketing	Revenue	\$5k	

Customer					
	Objective	Initiatives	Measures	Targets	Actual
To achieve our purpose <i>how should we appear to our customers?</i>	Product & Academic Quality	Product Coordinator	Returns & Complaints	< 1%	
	Economic Value	Electronic	Per Customer Savings	25%	
	Green	Electronic	BC Carbon Reduction	> 1%	
	Innovation	Public Relations & Marketing	Articles, Awards & Web Content	1 article, 1 award, 1 content	

Processes					
	Objective	Initiatives	Measures	Targets	Actual
To satisfy our customers, <i>at what processes must we excel?</i>	Supply Chain Management	Implement Supply Chains	Products delivered on time	100%	
	Project & Product Man.	QA & QC	Error rate	< 1%	
	Internal Communications	Improve <i>Effective</i> Communications	Related problem meetings	< 1	
	External Communications	Submitting & Nominating	Submissions & Nominations	1 article, 1 award	
	Catalogue Awareness	Marketing	Traffic, Contacts Subscriptions,	T=3kUV, C=25, S=50	

Learning & Growth					
	Objective	Initiatives	Measures	Targets	Actual
To improve our processes, <i>what skills do we need to learn or improve?</i>	Supply Chain Management	Lessons Learned & ROI	Improved processes	1	
	Project & Product Man.	Lessons Learned & ROI	Improved processes	1	
	Internal Communications	Organizational Communications: Value & Skills	Survey	Rating Improvement	
	External Communications	MRKG, PR & Sales	MSGs, Placements & Calls	Ratios	