**Balanced Scorecard KPI**

**Template**

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| VISION STATEMENT |  |

FINANCIAL

What financial targets will demonstrate value to our shareholders?

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| --- | --- |
| Goals | KPIs |
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|  |  |

CUSTOMER

How can we improve our customers' perception of us?

|  |  |
| --- | --- |
| Goals | KPIs |
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|  |  |
|  |  |

Internal Processes

Which operational goals should we prioritize?

|  |  |
| --- | --- |
| Goals | KPIs |
|  |  |
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|  |  |

Innovation and Learning

What objectives will ensure continuous improvement and value creation?

|  |  |
| --- | --- |
| Goals | KPIs |
|  |  |
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