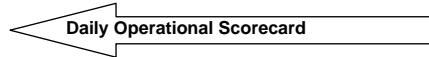
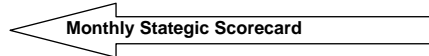
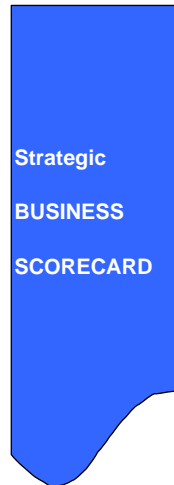


# STRATEGIC SCORECARD MAP

## RECRUITMENT EXAMPLE



**VALUATION**  
 - Key Ratios  
 - EXIT values  
 - Iterations  
 - Extrapolations

**PROFIT & LOSS**  
 - Profitability  
 - Margin  
 - Overheads  
 - Central costs

**FEEDBACK**  
 - Analysis  
 - Performance  
 - Teams

**BAL. SHEET**  
 - Assets  
 - Liabilities  
 - Cashflow

**OPERATIONS**  
 - Profitability  
 - Operational KPI's  
 - Performance  
 - Pipeline analysis

**BUS. DEV'T**  
 - Fee Sources

**CAPACITY**  
 - Holidays  
 - Sickness  
 - Training & Dev't

MGMT REVIEW
BOARD
REGIONAL DIRECTORS
REGIONAL DIRECTORS & MGRS

SCORECARD MECHANICS	
1	Existing reportin remains unchanged
2	Some reports directly feed scorecard
3	Some reports are pasted into scorecard
4	Scorecard is not intended to replicate existing reports
5	Scorecard objectives - visual representation of co. performance - look back, look forward, where are we now - current performance & recent trends
6	Scorecards can be tiered to facilitate functional, operation & strategic management
7	Measurement against strategic goals, not just traditional targets is possible extracting various data to facilitate this process