

## **Balanced Scorecard**

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- 2GC is a research led U.K. consultancy. They are among the world experts addressing performance measurement using the Balanced Scorecard. The following is a recent article describing measurement issues:

### **2 - Hard Values for Soft Assets (November 2000)**

Intangible assets, such as Intellectual Capital are seen as increasingly important sources of competitive advantage. Forging links between strategy and management behaviour is generally considered relatively easy for "hard" aspects of business - such as operations or accounting activity. But many firms struggle when trying to link the "softer" areas of business - and so struggle to find relevant measures of intangible assets. How can managers identify measures that are both meaningful and strategically relevant?



- 2GC Website includes some of the clearest description of the Balanced Scorecard: [What is a Balanced Scorecard?](#)
- Other FAQ <http://www.2gc.co.uk/Pub-FAQ.asp> are well worth reading
  - [What are the main benefits of Balanced Scorecard?](#)
  - [How do I create a Balanced Scorecard for Strategic Control?](#)
  - [Can I use measures from other firms to build my own Balanced Scorecard?](#)
  - [What Balanced Scorecard software is available and what does it cost?](#)
  - [How do I link Balanced Scorecard with other processes?](#)
  - **NEW!** [What other issues are raised when implementing a Balanced Scorecard?](#)
  - [Can I apply Balanced Scorecard to my non-profit organisation?](#)
  - [Can I apply Balanced Scorecard to my small business?](#)
  - [Is there a presentation I can use to communicate Balanced Scorecard ideas inside my organisation?](#)
  - [Where can I find out more about the Balanced Scorecard?](#)

PdK Consulting focuses on Workplace performance optimization and on measuring the resulting performance improvements.

Using the "Balanced Scorecard", PdK identifies work group performance variables and establishes baseline performance measures. PdK develops a Workplace Strategy and a detailed Action Map with accountabilities and schedules aimed at:

- ◆ Implementing strategies and tactics for high performance workplaces
- ◆ Developing processes for continuing improvements
- ◆ Deploying knowledge supporting technologies
- ◆ Enabling behavior changes increasing performance

PdK measures the resulting **performance improvements** (business results) on a simple linear scale via multi-variate statistical or simple heuristic models.

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