



Are you making progress on the right goals?

Strategy Scorecard

Do you have the *right strategic objectives* and *are they working* to achieve your goals? Strategic objectives should be updated periodically, in response to what's happening in and outside the business. Use the questions below to reflect on the results of current strategies and identify where improvements might be needed.



PURPOSE & IMPACT

How well are we achieving our business mission?



FINANCIAL GROWTH

Are we growing revenue and improving margin and financial efficiency?

Are we investing in growth and addressing areas that are flat or declining?



CUSTOMER VALUE

How are customer satisfaction scores and engagement rates?

How are we doing with customer diversification, retention & acquisition?



LEARNING & INNOVATION

How do we stay fresh and strengthen our knowledge & capabilities?

How do we cultivate a pipeline new ideas?

To what extent do our people thrive?



PROCESS & CULTURE

Are our employee satisfaction and employee engagement scores strong?

Are improvements in systems and structures enhancing value for employees and customers?

When it's time for a new direction, a strategic innovation process provides objective market feedback, identifies gaps and opportunities, and uncovers new sources of customer value. Start the process with a growth audit to see what steps will help you adapt to changing conditions, faster and with more confidence. www.alignltd.com/resources