

Balanced Scorecards and Strategic Planning

Successful businesses are integrating measurement and performance analysis (such as benchmarking and balanced scorecards [BSC]) into applied management strategies. It's a fact that more than two-thirds of senior managers depend on business benchmarking to improve business operations and lower costs.¹ Although BSC is a relatively new concept, many of these firms have rapidly evolved to a higher level of benchmarking analysis by adopting BSCs. Gerke & Associates can help you implement this forward-looking process that can consistently enhance business performance.

What exactly is a “Balanced Scorecard”?

- ✓ A select group of metrics that provides a balanced picture of the company from the perspective of owners, customers, managers, and employees
- ✓ An approach that uses both financial and non-financial measures
- ✓ A tool for improvement that focuses on company strategy and measurable objectives

Balanced Scorecards Are Being Implemented Because They:

- ✓ Provide a well-balanced, quick overview of company performance
- ✓ Use fewer, well-chosen measurement items that focuses attention on key areas
- ✓ Are a performance tool that actually aligns goals to the company strategy
- ✓ Create the important links between the various parts of a company
- ✓ Allow for continuous and “discontinuous” (brand new) improvements
- ✓ Help ensure all of the firm's stakeholders are satisfied

Why Select Gerke & Associates for Development of Your Balanced Scorecard:

- ✓ Proven track record for improving client operating and financial performance (*for example, supply chain operating cost savings for one client totaled nearly \$100 million*)
- ✓ Customized solutions to meet specific client needs
- ✓ In-depth knowledge and 30 years experience in retail and wholesale analysis
- ✓ Powerful automated tools that simplify and enhance the analysis process
- ✓ Projects are completed on-time and on-budget

¹ *Management Tools Survey, 2001, Bain & Co.*



Contact Us Today to Improve Performance with a Customized BSC for Your Company

Organizations of all sizes have relied on Gerke & Associates since 1977 for their most demanding performance improvement projects. We will deliver actionable results at an affordable price. Our customized solutions use the latest analysis techniques to help ensure your continuous success.