**Microsoft Word Balanced Scorecard
Document Template**

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| VISION |
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| FINANCIAL PERSPECTIVEWhat financial targets will demonstrate value to our shareholders? |

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| CUSTOMER PERSPECTIVEHow can we improve our customers' perception of us? |

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| INTERNAL PROCESS PERSPECTIVEWhich operational goals should we prioritize? |

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| INNOVATION & LEARNING PROCESS PERSPECTIVEWhat objectives will ensure continuous improvement and value creation? |

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