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Alignment Using The Balanced Scorecard

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While the balanced scorecard has been touted as an effective tool for creating organizational alignment, the actual success of the system as an alignment tool can vary depending on the strategic focus of scorecard (simple performance measurement dashboards tend to not be very helpful), the success of its implementation and whether or not the organization successfully cascades the scorecard.

Cascading Creating Alignment - Balanced Scorecard Institute

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The Balanced Scorecard enables companies to better align their organisational structure with the strategic objectives. In order to execute a plan well, organisations need to ensure that all business units and support functions are working towards the same goals.

7 Benefits of a Balanced Scorecard - Bernard Marr

Perhaps the most obvious role of the Balanced Scorecard is the ' Scorecard ' element i.e. to record and clearly illustrate the small number of key measurements (20-25) that allow busy executives to quickly evaluate what is going on in critical areas of their organisation.

A Practitioner's Guide to the Balanced Scorecard

(2009). Mapping, Measurement and Alignment of Strategy using the Balanced Scorecard: The Tata Steel Case. Accounting Education: Vol. 18, Teaching Resources, pp. 117-130.

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