## Perspective

### Focus

## **Example KPIs**

**Financial** 

Financial Performance ROI Operating Margin

Customer

Customer Satisfaction

Business

Efficiency

Level of returns Service rating

Internal

Processes

New product lead time Unit costs

Organisational Capacity Knowledge & Innovation Employee retention Flow of NPD ideas

## **KEY MODELS & THEORIES**

# KAPLAN & NORTON'S BALANCED SCORECARD

In diamon

## **37 Balanced Scorecard Kaplan Norton**

Robert R. Redfield

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