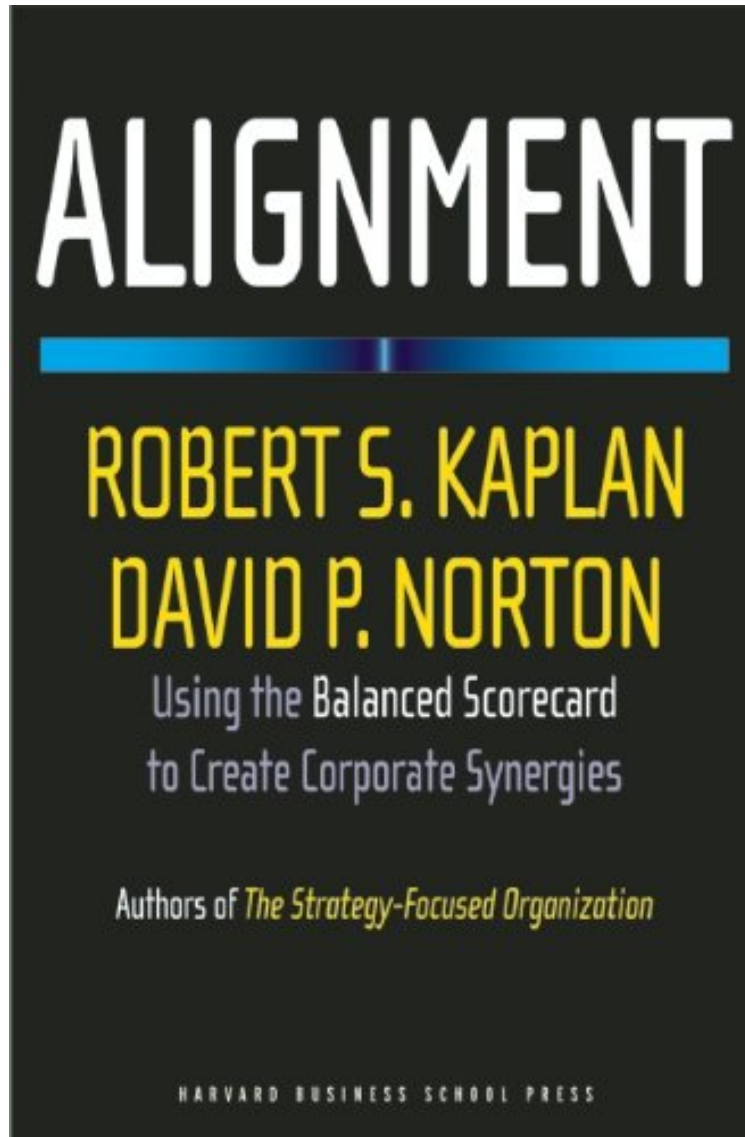


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Alignment: Using the Balanced Scorecard to Create Corporate Synergies

Robert S. Kaplan, David P. Norton
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how to ensure the priorities in all the functional levels, how to make your company strategic focused through the transformation that gets paid with customer satisfaction (internal and external), financial benefits and never ending creativity and Learning . This alignment is perhaps the MOST critical factor on implementing any Strategy, which allows to a great SINERGY that can be achieved within the entire Organization. It is NOT a mere manual of policies, BUT a Golden rule on the Best infrastructure handling to empower strategies and results EASILY. No way to have a unified company WITHOUTH this Strategy for the strategies, a foundation for the survival and success of your company. Kaplan and Norton can direct you through the process, and get the Best alignment perfectly well adapted to your particular company. 0 of 0 people found the following review helpful. Emphasis on Strategy Communication and Diffusion By Edward J. Barton Emphasizes the communications component of BSC implementation and management. In many cases, it is a rehash of the other Kaplan and Norton works. This isn't a bad thing, however. Kaplan Norton were the inventors of the Balanced Scorecard, and their books are generally easy to read, with an almost ideal mix of case study, practical application and theoretical background. Being somewhat new to BSC, I have spent the last six months trying to absorb everything I can on the methodology. Alignment really focuses on how to spread the strategy throughout the organization, as well as to other external stakeholders. The Balanced Scorecard (book) is required reading before picking this one up - and this book is probably a better offering than Strategy Maps by Kaplan Norton. A good read. 0 of 0 people found the following review helpful. Must have for leaders. By Anne Finch Making your goals visible to others in a way they and you can act on is critical. This book helps you in a practical easy to understand way.

Most organizations consist of multiple business and support units, each populated by highly trained, experienced executives. But often the efforts of individual units are not coordinated, resulting in conflicts, lost opportunities, and diminished performance. Robert S. Kaplan and David P. Norton argue that the responsibility for this critical alignment lies with corporate headquarters. In this book, the authors apply their revolutionary Balanced Scorecard management system to corporate-level strategy, revealing how highly successful enterprises achieve powerful synergies by explicitly defining corporate headquarters' role in setting, coordinating, and overseeing organizational strategy. Based on extensive field research in organizations worldwide, Alignment shows how companies can build an enterprise-level Strategy Map and Balanced Scorecard that clearly articulate the enterprise value proposition: how the enterprise creates value above that achieved by individual business units operating alone. The book provides case studies, actionable frameworks, and sample scorecards that show how to align business and support units, boards of directors, and external partners with the corporate strategy and create a governance process that will ensure that alignment is sustained. The next breakthrough in strategy execution from the field's premier thinkers, Alignment shows how today's companies can unlock unrealized value from enterprise synergies.