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Service Offerings

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Strategy Management & The Balanced Scorecard

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Strategy

IT Strategy

IT Balanced Scorecard

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Project Recovery

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Application Architecture

Information Architecture

System Architecture

Staff Augmentation

N-tiered client/server technology

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Strategy Management & The Balanced Scorecard

THE PROBLEM

If asked, the average employee couldn't tell you the three most important objectives for the organization or how they contribute to those objectives. Objectives are not aligned with financial targets. Customer needs are not aligned with financial objectives. Your measurement system is not comprehensive enough to tell if your strategy is succeeding. Does this sound familiar?

Research shows four significant barriers to successful execution of strategy:

- Vision Barrier – Less than 5% of the average workforce understands the strategy
- Linkage Barrier – Only 60% of budgets are linked to strategy
- Management Barrier – Less than 25% of management have compensation directly linked to successful execution of strategy
- Executive Barrier – 85% of executive teams spend less than one hour per month discussing strategy

THE SOLUTION

Improved strategic execution occurs when strategy is linked to a descriptive management framework that uses measures to drive performance. A descriptive framework clearly allows all parts of the organization to see what the strategy is and their contribution to its success. The pre-eminent system in place today for *managing* strategy is the Balanced Scorecard. The Balanced Scorecard addresses the four key perspectives to align all levels of the organization:

Financial:	In order to succeed how do we need to appear to our shareholders?
Customer:	In order to achieve or financial objectives how do we need to be seen by our customers?
Internal Process:	In order to meet our customer needs, which processes do we need to excel at?
Learning & Growth:	In order to excel at the important processes what do we need to know and learn on a continuous basis?

THE BENEFIT

A system that allows for dynamic management of the strategy on a continuous basis and breaks down the major barriers to success. A clarified vision throughout the organization. Consensus and ownership by the executive team. Focused teams and individuals whose efforts are aligned with the objectives of the strategy. Budgets linked to the important programs that implement the strategy.

ABOUT STRATEGIC CONSULTING ASSOCIATES

Strategic Consulting Associates is a regional provider of integrated business and technology consulting services in the areas of corporate strategy, Balanced Scorecard, operations strategy, and IT professional services. SCA is committed to providing a seamless approach to these services by combining excellence in execution with continuous innovation to help its clients effectively compete in the 21st Century. SCA is in the business of helping clients develop breakthrough performance in their organizations. We do this through innovative problem solving and by implementing technology-enabled solutions to deliver new sources of revenue, streamline business processes, and develop mission-critical applications. SCA has access to best-in-class management and technology professionals to help achieve your organization's goals.