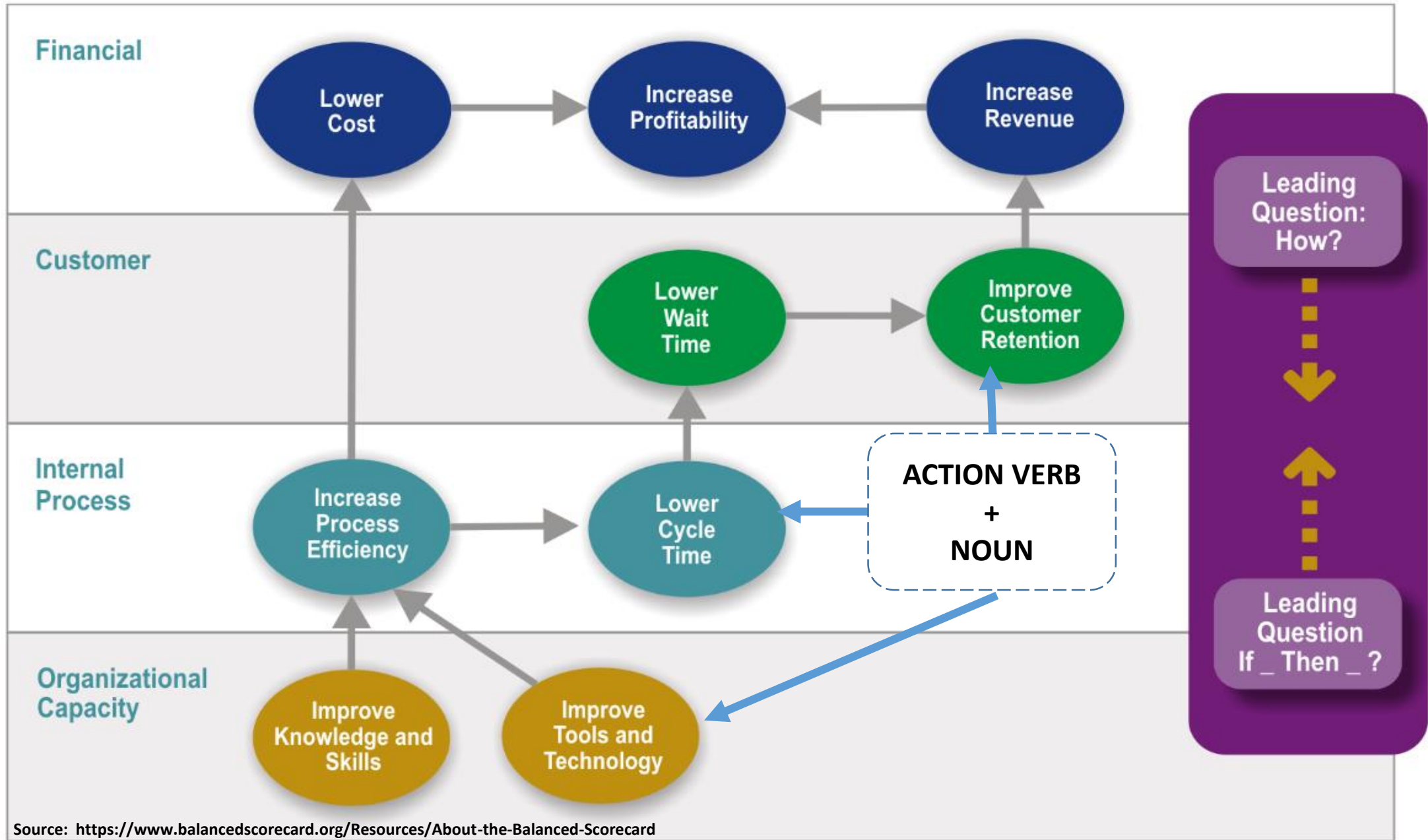
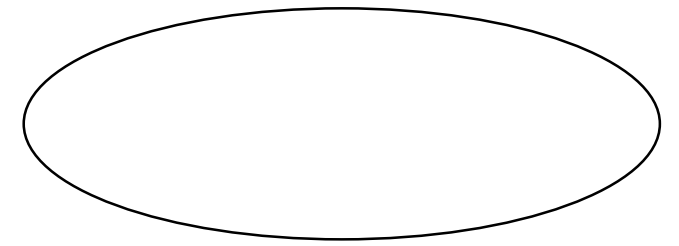
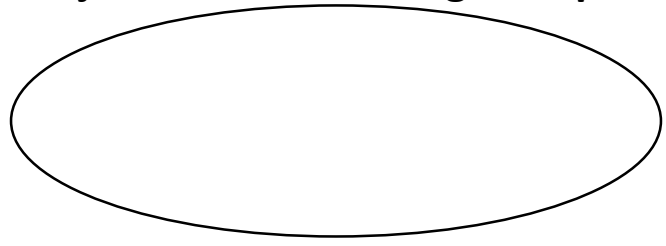
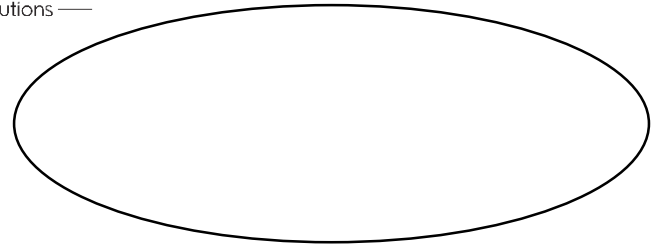


## Balanced Scorecard – Strategic Map - Example



Source: <https://www.balancedscorecard.org/Resources/About-the-Balanced-Scorecard>



**Financial**

**Customers**

**Internal Processes**

**Learning & Innovation**

