

# Balanced Scorecard KPI Template

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FINANCIAL	
perspective	
Objective	Measure

What financial targets will demonstrate value to our shareholders?

How can we improve our customers' perception of us?

CUSTOMER	
perspective	
Objective	Measure

Vision Statement	

INTERNAL PROCESSES	
perspective	
Objective	Measure

What objectives will ensure continuous improvement and value creation?

INNOVATION & LEARNING	
perspective	
Objective	Measure

Which operational goals should we prioritize?

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