



# STRATEGY EXECUTION HEROES

## Advanced Balanced Scorecard tips

### *A checklist*

Use *Strategy Execution Heroes* to assess impact and feasibility.

Estimate the impact of each tip and score low as a 1, medium as a 2 and high impact as a 3.  
Estimate the feasibility of each tip and score low as a 1, medium as a 2 and high feasibility as a 3.

	Impact	x	Feasibility	=	Priority
Adapt your size.	<input type="text"/>		<input type="text"/>		<input type="text"/>
The BSC is not the end station... so don't stop!	<input type="text"/>		<input type="text"/>		<input type="text"/>
Start with the right content.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Don't let your budget process dictate your company's future.	<input type="text"/>		<input type="text"/>		<input type="text"/>
'We have a strategy map' is not the same as 'We have a strategy'.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Create a strong core team that involves others.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Cascade more than objectives.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Don't rely too much on external consultants.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Avoid measuring mania.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Don't believe everything that software vendors tell you.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Think about a measuring concept.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Learn to visualise gaps.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Focus on behaviours that drive performance.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Don't let your current measures define your future strategy.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Fight the hockey stick syndrome.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Stat com is more than a good-looking PowerPoint presentation on the intranet.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Develop a 'strategy story'.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Your CEO on YouTube.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Use your BSC beyond those boring meetings.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Demystify the words 'strategy' and 'innovation'.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Teach people how to debate strategy.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Integrate strategic thinking into your learning programme.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Balanced Scorecard walk-in sessions.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Identify conceptual thinking power.	<input type="text"/>		<input type="text"/>		<input type="text"/>

## **Multiply estimated impact and feasibility to assess priority.**

### **Interpretation of your score:**

Items with a priority of **9** should be **top** of your list to focus on.

Items with a priority of **6** are your **second** priority.

Items with a priority of **4** can be **looked at** but probably aren't a priority.

Items with a priority of **1 or 2** should **not** be **pursued**.

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This document is part of a set of supporting material available for download upon purchase of *Strategy Execution Heroes* by Jeroen De Flander (isbn 978-908148731-3).

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