**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 7**

**BSC Perspectives**

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| **Balanced Score Card (BSC) perspectives (Kaplan and Norton 1991)**  Note: The BSC perspectives are derived from the organisation’s vision and strategy   * **Financial perspective:** to succeed financially, how shall we appear to our shareholders? * **Customer perspective: to** achieve our vision, how should we appear to our customers? * **Internal processes perspective:** to satisfy our shareholders and customers, what internal business processes must we excel at? * **Learning and growth perspective:** to achieve our vision how will we sustain our ability to change and improve? |

*In your groups:*

Use the (Delphi) agreed option/s for Fashionista to highlight responses to each of the questions for the Balanced Score Card perspectives.

*Discuss reasons and give feedback.*