**ANALYTICAL DECISION-MAKING**

**Learning Outcome 4: ACTIVITY 7**

**BSC Perspectives**

|  |
| --- |
| **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.*