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# **Business Strategies Part II – Chapter 10**

## **Building a Strategy Map and a Balanced Scorecard**

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- Global Governance -  
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## 9.1. Structuring of the Teamwork – online

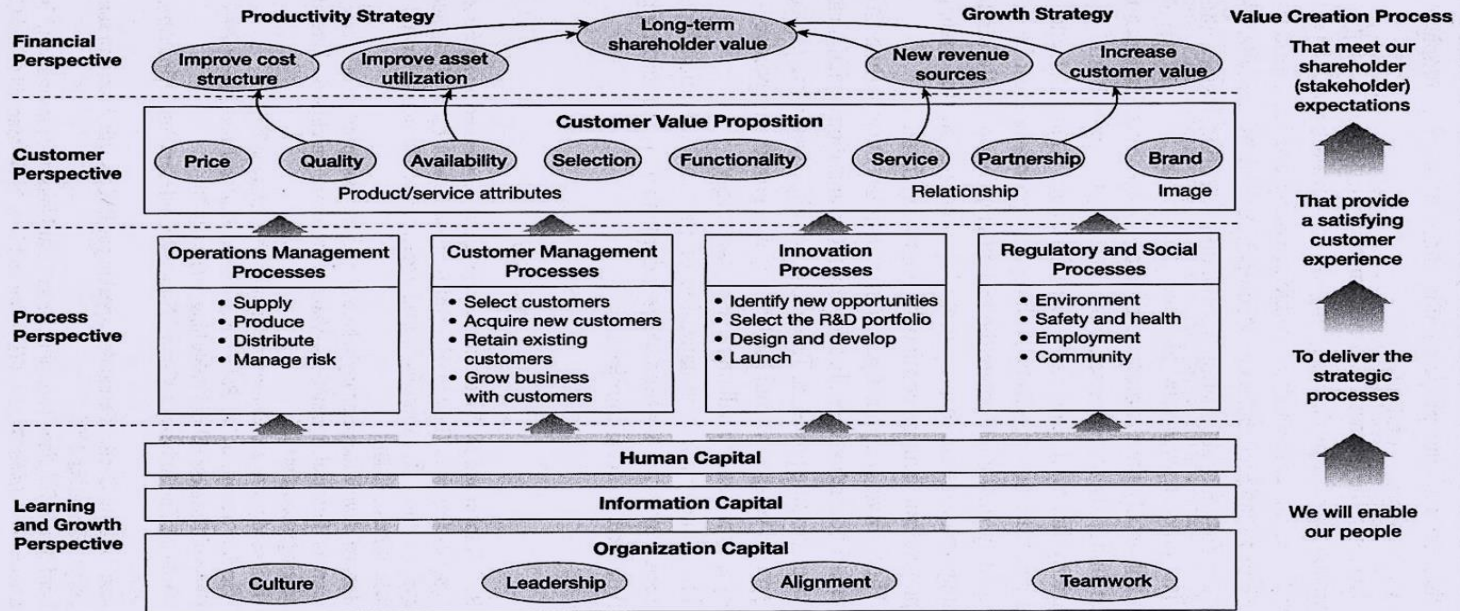


1. Start of the seminar: Define 2 teams and their tasks:
  - Select a company
  - Divide responsibility for the presentation of relevant facts/data: history and strategy, financial situation, market and competitors, supply chain and internal organization
2. „BSC construction day“- Thursday, April 8, 9:00-11:00h: The 2 teams – one for 2 BSC perspectives – construct their proposals in 3 steps:
  1. Show presentation of relevant facts/data (30 min)
  2. Develop proposal for 2-5 strategic **objectives** per BSC perspective  
Develop proposal for 2-3 **metrics** to measure the achievement of the objective  
Develop proposal for 2-3 strategic **initiatives/actions** to reach the objectives (total 40 min)
3. Final Discussion (30 min)

# Business Strategies – Backup - BSC: Strategy Map I

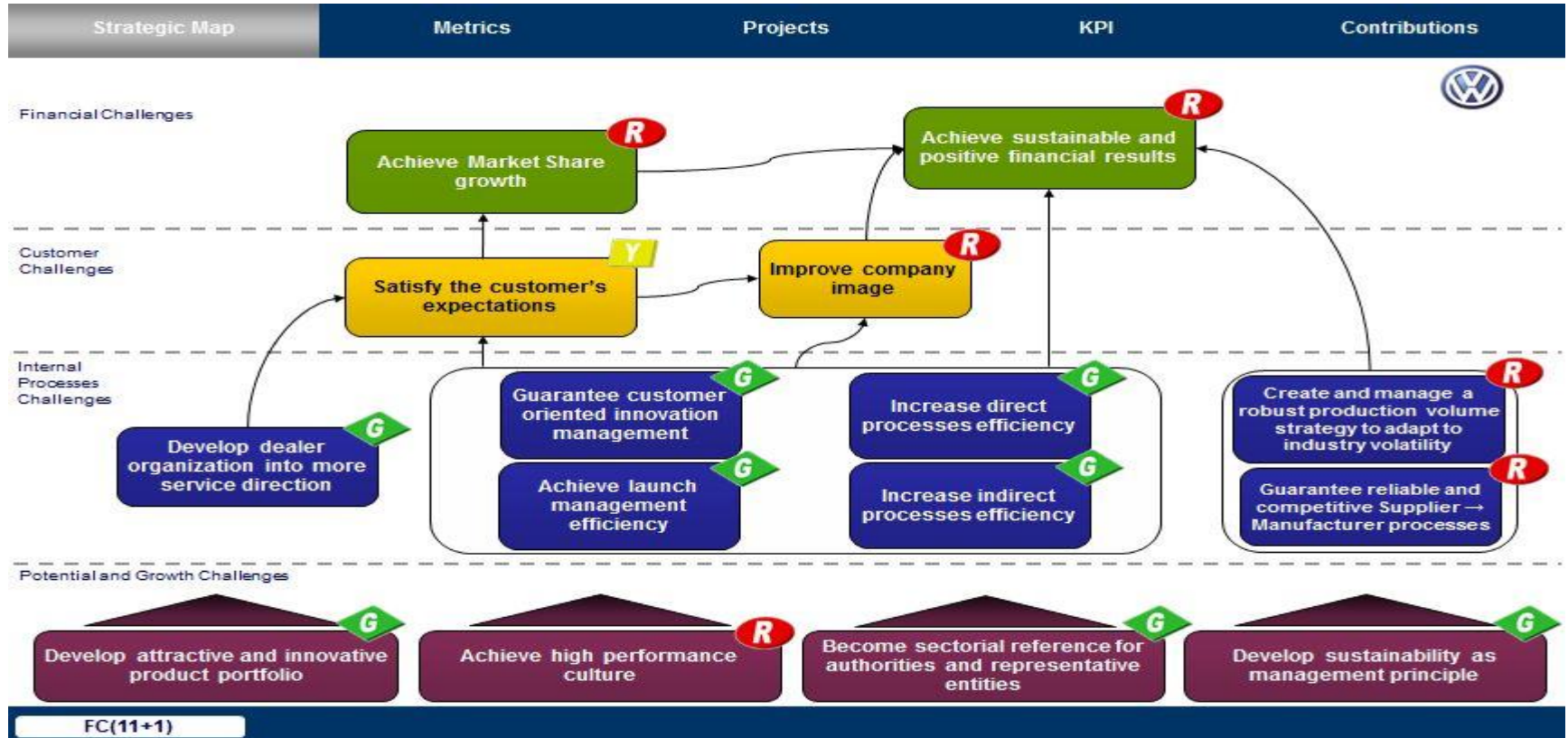
FIGURE 3-A1

The strategy map describes the way the organization intends to create value for its stakeholders



Source: Kaplan/Norton, 2008, p.99

# Business Strategies – Backup - BSC:Strategy Map III



## Business Strategies – Building a Strategy Map and a BSC

### - Message from Bob Kaplan himself.....

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# “Business Strategies Part II – How and why Management Decisions are taken?”

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*Thank you for your attendance!*

*Please give feedback:*

- *What did you learn?*
- *In general, what was good, what should be improved?*
- *Which post should be strengthened, which could be less?*
- *Which aspects have been forgotten?*
- *Are the didactical measures appropriate?*



# Business Strategies – Main Literature

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