

How to use

Business Balanced Scorecard

The Business Balanced Scorecard is an essential tool for small business owners looking to monitor and manage their business performance against strategic goals.

If you already have a strategic plan or if you've identified your top 4 areas for improvement using the 360 Business Assessment Tool, the Balanced Scorecard helps you stay on track over the next six months by providing a structured approach to achieving your objectives by:

- creating clear objectives
- tracking your progress across multiple business areas.
- ensure that all efforts are aligned with your long-term strategy.
- concentrate on the critical areas identified in the 360 assessment.

Business Balanced Scorecard

Set SMART goals for your business with multiple focus areas, objectives and status tracking

Sales & Marketing Area

Behind

Objective	Status	Days left	Current	Goal	
Increase net profit margin	On track	12	15	30	:
Grow social media following	On track	5	2,000	10,000	:
Improve service delivery time	Behind	34	8	6	:

+ Add objective

Monitor and manage your business performance against strategic goals now

1. Log in to access the tool

Simply log in on getready.bethebusiness.com with your email address (registered in this programme)

2. Identify your top 4 areas and set your objectives & KPIs

Using your strategic plan or the results from the 360 Business Assessment Tool, identify the four main areas of improvement. For each area, set specific, measurable, achievable, relevant, and time-bound (SMART) goals. Determine key performance indicators (KPIs) to measure progress towards each goal.

3. Review your action plan

Once you have added all four areas and their respective goals and KPIs, **you will have created a detailed action plan**. Share this plan with your board or team to start outlining the steps, responsibilities, and deadlines required to achieve these goals.

4. Monitor, Review & Adjust

Regularly review your Balanced Scorecard to track progress. Use the data to make informed decisions and adjust your strategies and actions as needed to stay aligned with your goals.