

## Balanced Scorecard for Goal-Setting

1. Goal: Increase annual revenue by 20%.

Questions:

- How can I increase sales and revenue streams?
- Are there opportunities to optimize pricing or introduce new products/services?
- What cost-saving measures can I implement to improve profitability?

2. Goal: Achieve a customer satisfaction rating of 95%.

Questions:

- How can I better understand and meet the needs of my customers?
- Are there areas for improvement in customer service or product quality?
- What feedback mechanisms can I implement to gather customer insights?

3. Goal: Reduce product delivery time by 15%.

Questions:

- How can I streamline my production or service delivery processes?
- Are there inefficiencies or bottlenecks that I need to address?
- What technology or automation solutions can I employ to improve my efficiency?

4. Goal: Increase employee satisfaction and retention by implementing professional development programs.

Questions:

- What training and development opportunities can I provide to my employees?
- How can I foster a culture of learning and innovation within the organization?
- Are there opportunities for career advancement and skill development?

5. How can I ensure that our goals are measurable and achievable within a realistic timeframe?

6. How do I track and monitor progress towards my goals? What key performance indicators (KPIs) will I use?

7. Are there any potential barriers or challenges I need to anticipate, and how can I overcome them?