**[](https://www.smartsheet.com/try-it?trp=12067&utm_source=template-word&utm_medium=content&utm_campaign=Example+Basic+Balanced+Scorecard-word-12067&lpa=Example+Basic+Balanced+Scorecard+word+12067)Microsoft Word Example Basic Balanced Scorecard**

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| COMPANY NAME | VISION |
| Company Name | Be the preferred choice in our industry by delivering outstanding value, continuous innovation, and exceptional customer experience. |

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|  |  |  | TARGETS | | | | |  |
|  | STRATEGIC OBJECTIVES | MEASURES | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | INITIATIVES |
| FINANCIAL | Increase Revenue | Annual Sales Growth (%) | 5% | 6% | 7% | 8% | 9% | Expand Into New Markets |
| Improve Profit Margins | Net Margin (%) | 10% | 12% | 14% | 15% | 17% | Optimize Cost Structure |
|  |  |  |  |  |  |  |  |
| CUSTOMER | Improve Customer Satisfaction | Customer Satisfaction Score (%) | 80% | 82% | 85% | 88% | 90% | Implement Feedback System |
| Expand Customer Base | Number of New Customers Acquired | 1,000 | 1,200 | 1,500 | 1,800 | 2,000 | Launch Marketing Campaign |
|  |  |  |  |  |  |  |  |
| INTERNAL PROCESSES | Enhance Operational Efficiency | Improvement in On-Time Delivery (%) | 5% | 10% | 15% | 20% | 25% | Adopt Lean Management |
| Increase Innovation | Number of New Products Developed | 2 | 3 | 4 | 5 | 6 | Invest in R&D |
|  |  |  |  |  |  |  |  |
| LEARNING | Improve Employee Skills | Training Hours Per Employee | 20 | 25 | 30 | 35 | 40 | Implement a Training Program |
| Enhance Company Culture | Employee Engagement Score (%) | 75% | 78% | 80% | 83% | 85% | Organize Team-Building Activities |
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Balanced Scorecard Template

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| COMPANY NAME | VISION |
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|  |  |  | TARGETS | | | | |  |
|  | STRATEGIC OBJECTIVES | MEASURES | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | INITIATIVES |
| FINANCIAL |  |  |  |  |  |  |  |  |
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| CUSTOMER |  |  |  |  |  |  |  |  |
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| INTERNAL PROCESSES |  |  |  |  |  |  |  |  |
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| LEARNING |  |  |  |  |  |  |  |  |
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