



Performance Measurement: *Balanced Scorecard Sample*

Legend

- Excellent
- ▼ Average
- ⬠ Poor

Financial	Customer	Process	Learning and Growth
Revenue Growth ⬠	Brand Recognition ▼	Innovation ⬠	Employee Satisfaction ▼
Gross Margin ▼	Satisfaction ▼	Procurement ▼	Training ▼
A/R ⬠	Retention ●	Health & Safety ●	
ROE ⬠	Distributors ▼	Environment ●	
Share Price ⬠			