

FAQ Answer: Is there a presentation I can use to communicate Balanced Scorecard ideas inside my organisation?

2GC • FAQ Answer

Introduction

Presentations introducing the Balanced Scorecard are available from the [Resources](#) section of the 2GC Web Site, and from other websites elsewhere on the Internet. In this FAQ we have included a list of 2GC presentations that are available plus brief summaries of some of the best, along with links to the presentations themselves and the web sites of the organisation publishing them. If you think we have missed one, drop us a line at – FAQ@2GC.co.uk

What to expect

The presentations available vary in content from general overviews of the topic to descriptions of specific applications of Balanced Scorecard in particular (usually public sector) organisations. The extent to which any of the information available will be helpful comes more from their ability to provide hints about how to articulate the issues that need to be discussed, rather than their utility as documents that can be used "as-is". A further complication in using these presentations is that many (including 2GC's) are in Adobe Acrobat (PDF) format. This format is useful for distributing documents that can be read on a wide range of computers, but typically prevents export of the material to other programs for further editing. Special (free) software is required to view these files – available from the [Adobe Acrobat](#) web site.

The websites presented below are just some of the many that exist on the Internet. To find more, we have found that text-matching search engines such as [Google](#) are the best, as the presentations themselves usually are not indexed but they often appear near text that describes them as a "Balanced Scorecard presentation" (or similar).

More information beyond this FAQ

The [Resources](#) section of the 2GC web site contains other 2GC FAQs relating to Performance Measurement and Management, Strategic Management and Control and Balanced Scorecard (including modern 3rd Generation Balanced Scorecard) It also has further recommendations for books and articles on the subject and extensive links to useful web sites. For information on 2GC's services including our consultancy and training programmes, visit our services section of the web site or email Services@2gc.co.uk

About 2GC

2GC is a research led consultancy expert in addressing the strategic and performance management issues faced by organisations in today's era of rapid change and intense competition. Central to much of 2GC's work is the application of 3rd Generation Balanced Scorecard, an approach to strategic implementation, strategy management and performance measurement.

2GC Presentations

All these presentations are available from the [Resources – Presentations](#) section of the 2GC website.

Presentation	Comments	Speaking Notes?
Performance Management & the 3rd Generation Balanced Scorecard	An introductory presentation covering both Performance Management and the latest development of the popular management framework the Balanced Scorecard. If you are wanting to find out more about these topics, or looking for a presentation to use to introduce this topic to others, this presentation may provide the answers. Notes on this presentation are available on request to help with both understanding this presentation and give you ideas on creating your own presentation.	Yes
Why do only one third of UK companies realise strategic success?	In a survey of over 200 companies in the Times 1000 it was found that while almost all reported having a 'strategic vision', only one in three reported achieving 'significant strategic success'. This web seminar explores some of the reasons that might explain why so many companies struggle to achieve their strategic vision. It concludes that for many the answer lies in the quality of the strategic management processes used. The web seminar was itself based on an earlier 2GC working paper with the same title.	No
Balanced Scorecard Implementation in SME's	Recent research has indicated that the degree of strategic planning in organisations is likely to have a direct impact on business performance and business evaluation. However, these findings leave small and medium-sized businesses (SMEs) in particular, with the challenge of matching the requirement for an improved strategic planning processes with the competitive advantage associated with being a "simple" and highly responsive organisation.	No
EVA and the Balanced Scorecard	Economic Value Added' (EVA) is an approach to financial performance measurement that has become popular over the last decade. EVA is one of a class of tools that can promote 'Shareholder Value' concepts within organisations. 2GC is regularly asked to discuss the potential for links between EVA and Balanced Scorecard systems. This working paper and supporting presentation outlines our thinking.	No
Service Level Agreements and the Balanced Scorecard	Service Level Agreements (SLAs) often figure in discussions about the Balanced Scorecard and its application: either in the context of using the Balanced Scorecard to monitor SLA compliance, or initiatives to introduce SLAs within an organisation as part of a the objectives that figure on a Balanced Scorecard design. In the light of this, 2GC has prepared this presentation that introduces a new model for looking at SLA designs, and shows how SLAs and the Balanced Scorecard have a lot of similarities that can be exploited to make the design and implementation of SLAs easier.	No

Other Presentations Available on the Web

Presentations introducing subject matter

Below are a set of presentations from other organisations introducing the basic concepts of either performance management, performance measurement, strategic management or Balanced Scorecard. This is not an extensive list but a useful start. It should be noted that many organisations do not publish rich content material on the website. Those that do are often Public Sector organisations.

Organisation	Comments	Link to
Better Management	A vast range of presentations are available from the Better Management website under the 'Seminars / Courses' section. Presentations on topics such as Balanced Scorecard, Key Performance Indicators, Performance Management and Activity Based Management along with audio coverage can be downloaded as part of their archived seminar offerings – however you will have to go through a free sign up process.	Web Page PDF and Audio
Oak Ridge Associated Universities	A 41 page presentation on Integrated Performance Measurement from US organisation ORISE (Oak Ridge Institute for Science and Education) delivered in 2001. The presentation covers some basics of effective performance measurement and looks at the role of Balanced Scorecard (Kaplan & Norton original method) and the Malcolm Baldrige Award within this concept. There is also a case study on FedEx.	PPT
University of Michigan Health System	A 29 page presentation on the way Performance Measurement supports Value Creation. The presentations deals with some basic performance measurement theory and how it transpires in practice. It also looks at the Balanced Scorecard from an early Kaplan and Norton standpoint. A useful presentation but it does not take into consideration the advances made in Balanced Scorecard over the years since its creation.	PPT
Balanced Scorecard Collaborative	A presentation available from the ASME (American Society of Mechanical Engineers) website. This presentation from March 2003 serves as a good introduction to '2nd Generation Balanced Scorecard', and covers the methodology used by Kaplan & Norton's Balanced Scorecard Collaborative organisation.	PPT

Presentations on deployment of strategic and performance management systems

Below are a set of presentations from other organisations introducing the application of their performance management, performance measurement, strategic management or Balanced Scorecard systems. Once again, many organisations do not publish rich content material on the web (especially sensitive strategic planning information). All of this information is from the Public Sector.

Organisation	Comments	Link to
Balanced Scorecard Interest Group	The Balanced Scorecard Interest Group is a US managed website organised by the American Society of Public Administration. The interest group organises monthly seminars and discussions on public sector Balanced Scorecard topics from May through September each year and publishes the presentations and discussion notes on the site. Recent organisations to present are the Department of Energy, the Federal Highways Agency and the US Postal Service. This site has a lot of information.	Web Page PDF's
University of Virginia Library	The University of Virginia Library have two presentations on this site. The first on the Application of Balanced Scorecard presented at a conference in Durham in the UK, and the second on Balanced Scorecard and Collection Management . Both presentations are orientated around the classic early Kaplan & Norton Balanced Scorecards or organising measures in four perspectives. The site provides an insight into this public sector organisation but it is not groundbreaking.	Web Page And Web Graphics
ASME (American Society of Mechanical Engineers)	A presentation that looks at the proposed plan for the organisation and the strategic / performance management process (Balanced Scorecard) they are putting in place in order to manage the delivery of strategy.	PPT
FLICC/FEDLINK Video Presentation (Federal Library & Info. Center Committee / Federal Library & Info. Network)	This is video footage of a presentation given by the FLICC. It features an overview of the BSC methodology by a management expert at the National Institutes of Health (NIH), followed by presentations from staff of both the NIH Library and the National Institute of Standards and Technology Library, where BSC applications are in progress. A speaker from the University of Virginia libraries describes use of BSC in a large academic library system. The presentation is in two parts.	Real Player

