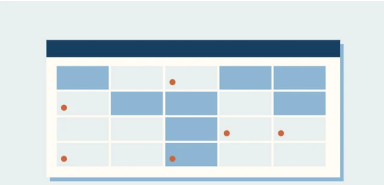
Strategy scorecard



We translate five strategic objectives into measures, thresholds and review owners.

Who it helps

Founders and managing directors

The problem to solve

Strategic objectives can look attainable until teams define which measure would show that progress has changed.

Working through the brief

1. **Confirm five objectives**

   Gather the agreed inputs. Your strategic priorities, accountable leaders and intended decision dates.

2. **Set measures and thresholds**

   Track “Strategic objective” and “Measure and threshold” together so the reviewer can connect the source information to the result.

3. **Assign review ownership**

   Use the scorecard to make leadership reviews more consistent and agree who investigates an off-track result.

4. **Check the scope at handover**

   Third-party data and work beyond the agreed business unit or market are separate.

Worked example

A strategic objective has three measures with different owners. Agree which measure informs the next decision and who validates it.

Read the service scope / STR-026

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