

# Plan Development

## Balanced Scorecard: Strategies & Outcome Based Initiatives

The balanced scorecard approach to strategic planning proposes that four essential aspects, or perspectives, of each strategic issue must be considered for the development of a comprehensive action plan:

- Customer Service – Reflects the need to understand the service recipient, and how services impact the recipient.
- Internal Processes – Pertains to the manner in which tasks are accomplished within the organization.
- Learning & Growth – Reflects the need to gather information, process it, and implement necessary changes to advance goals.
- Financial – Refers to the consumption of resources, relative to service effectiveness.

Using these four perspectives (depicted below), each Strategic Alliance Subcommittee developed action plans consisting of strategies, initiatives, and performance measures to address each strategic issue. Outcome-based initiatives associated with each strategic issue were developed in the scorecard format, one for each issue. These can be updated annually.

