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Balanced Scorecard System

By

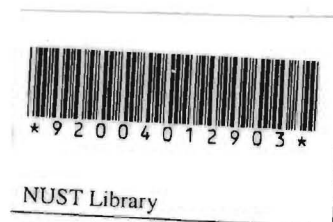
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ABSTRACT

Every entity in business is concerned about their level of performance. Modern day performance management does not only wait to make an evaluation to be carried out at the end of a fairly long period for example six months. The idea is now about mapping the organization's daily activities to the vision and strategic goals set by the visionaries of the organization. Employees are now viewed as partners in business hence effective strategic communication has to be made to ensure they are aware of where the organization is heading and know how they fit into the plan. Performance evaluation and rewarding is just incentive or recognition for the employees' efforts.

This report details the research and work carried out in the process of developing the Balanced Scorecard System which is a strategic communication, control and performance measurement system.