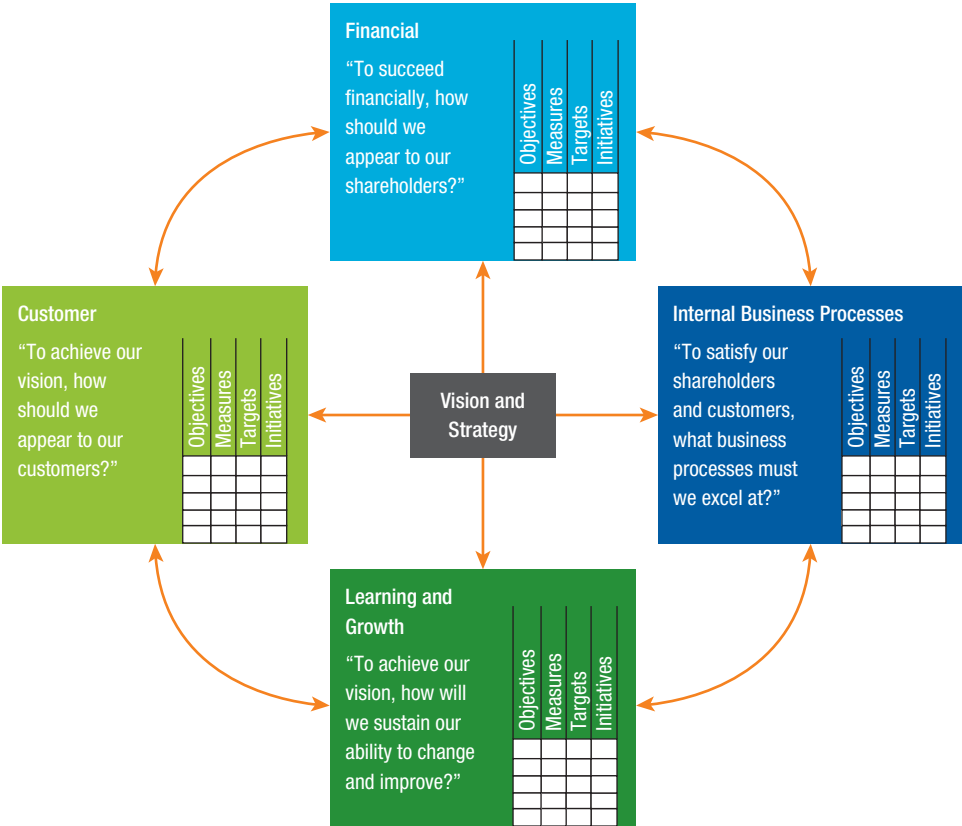


FIGURE 2.5: Balanced Scorecard Approach



SOURCE: Adapted from Kaplan, R. S., & Norton, D. P. (1996, January–February). Using the Balanced scorecard as a strategic management system. *Harvard Business Review*, 76.