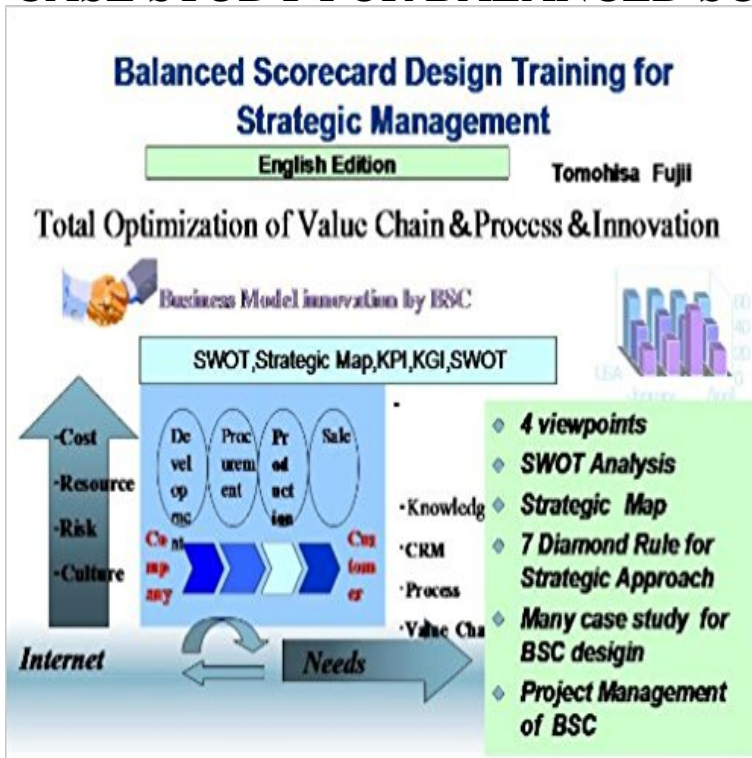


# Essentials and Creating of Balanced Scorecard Training for Case Study of SWOT Analysis & Strategic Map Innovation( BASIC BOOK): 10 CASE STUDY FOR BALANCED SCORECARD TRAINING



By introducing a balanced scorecard to work out a management strategy in the viewpoint which is the optimal for the whole and to promote the strategy management which is useful for the performance evaluating, it shows the power to be outstanding in to the business management. It is the one which is useful of a lifestyle of a life design by the office worker to design tactically in addition to showing an effect in the business reform and the performance evaluating and to visualize them. This manual is the introduction to have introduced the know-how which utilizes a balance scorecard practicing-ly to. To apply a balanced scorecard in the place of the business management practicing-ly, the training to learn much near case study from after understanding the basic logic practicing-ly is valid. In the design of the balanced scorecard, their basic structure and the feature must be understood about the management vision, KGI, KPI, SWOT, the strategy mapping. Therefore, in 10 case studies which are useful for the business management reform and the skill improvement, the training which creates KGI, KPI, SWOT analysis, strategy mapping in the unaided in the balanced scorecard can be experienced. It adopts the composition as the skill which masters a balanced scorecard can be acquired by checking the balanced scorecard to have designed in the unaided of with the specific solution example. Lets introduce the composition of this manual. Chapter 1 is introducing the basic logic of the balanced scorecard. The individual is introducing the practice step of the balanced scorecard which consists of 7 steps. Chapter 2 explains the point of the basic structure, the way of thinking, the approach of the tool which composes a balanced scorecard in detail and introduces the step to create actually using the training sheet. Well, it takes up the many case studies which seem

to encounter in the daily life to attempt for the skill as the office worker to improve and to acquire the skill which can play an active part by the business management reform. Well, as the practice theme about the business management reform, it is preparing case study resemblance by the management problems such as the earning capacity reinforcement and the cost reduction, the product competition power reinforcement. The individual can learn the skill and the know-how to attempt the solution of Planning Division title, using a balanced scorecard. By above composition, it expects that this manual contributes to the business person as the business initiation book in the times which change suddenly in the tide by the globalization. Janually, 2014 Author:Tomohisa Fujii Resisitered Management Consultant IT Coodinator System Analyst

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