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|  | **Goal** | **Measures** | **Targets** | **Initiatives** |
| **Corporate** | * Increase IT awareness * Reduce IT costs * Clearly define IT objectives | * Formulate a strategic committee * Perform budget analysis | * 100% awareness in board meetings * Reduce operating budgets for IT by 5% | * Become more involved in initiatives * Monthly budget reviews |
| **Customer** | * Retain current customers * Improve customer satisfaction | * Customer surveys | * 95% satisfaction rating | * Focus on retaining current customers |
| **Internal** | * Define roles and hierarchy * Prioritize IT processes * Improve internal skills | * Up to date org chart * Review completed and planned projects * Internal training | * Availability of org chart * Order of completion has followed agreed upon priorities * 100% completion rate for training programs | * Online available Organization Hierarchy chart * Centralize and standardize critical operations * Internal training programs |
| **Growth** | * Continual process improvements * Employee development | * Decrease in customer complaints * Increase of employee involvement | * Review process efficiency quarterly * Employee satisfaction survey | * Evaluation of critical systems * Quarterly employee excellence awards |