

STARS BSC

Objective	Measure	Target	Initiatives
Financial			
Increase Returns	Return on Capital Employed	10%	Recruiting Program
Profitable growth	Revenue growth	8%	System to report utilization
Cost Management	Cut cost	10%	
Customers			
Customer loyalty program	Customer satisfaction rating	90%	Customer loyalty program
Build effective customer relationship	Numbers of customer feedback sessions	2	
Learning & Growth			
Receive process improvement and project management training	% of persons who attended	100%	Create training program
Communicate project status and barriers to decision makers	% of report delivered on time	100%	
Internal Business Processes			
Set up unified standard of system	% of initiatives delivered on budget	Pass/Fail	Standardize company system
Create business project management process	Process is implemented	Pass/Fail	