

LINE OF SIGHT TOOL

FINANCIAL (NUMBERS) PERSPECTIVE

Things to consider - profit, cash, return, growth, and capitalization. Sources of information - historical financial statements, past financial goals, industry benchmarks and financial trends, internal and external.

MARKETPLACE (CUSTOMER) PERSPECTIVE

Things to consider – market growth/share, value proposition, target customers, and go-to-market strategy. Sources of information – customer surveys, sales & marketing plans, competitive/benchmarking data, market growth, and customer and marketing intelligence.

OPERATIONAL (PROCESS) PERSPECTIVE

Things to consider – capacity, quality, R&D, and cost structure. Sources of information – Practice Scorecard & Input Survey, management interviews, management surveys, and output from operational planning meetings.

PEOPLE (CULTURE) PERSPECTIVE

Things to consider – leadership development, teamwork, and employee engagement. Sources of information – Practice Scorecard & Input Survey, employee interviews, and output from operational planning meetings.

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