**[](https://www.smartsheet.com/try-it?trp=12067&utm_source=template-word&utm_medium=content&utm_campaign=Balanced+Scorecard+Strategy+Map-word-12067&lpa=Balanced+Scorecard+Strategy+Map+word+12067)Microsoft Word Balanced Scorecard Strategy Map Template**

MISSION / VISION

Revolutionize mobility, making transportation safer,   
more efficient, and environmentally friendly.

INITIATIVES

TARGETS

KPIs

STRATEGIC OBJECTIVES

Number of projects using Agile methods

Implement Agile in 50% of projects by next fiscal year

Initiative Three

Initiative One

Initiative Three

Initiative Two

Initiative One

Initiative Two

Initiative Three

Initiative Two

Initiative One

Initiative One

Initiative Three

Initiative Two

Customer satisfaction index

Achieve a score of 90 out of 100

Net profit margin

Number of funding channels

Operating expense ratio

Increase net profit margin by 5% year-over-year

Add two new channels by Q3

Reduce operating expense ratio by 10% in 1 year

Increase market share by 3% by end of year

On-time delivery rate

Average lead time

Maintain 98% on-time delivery

Employee engagement score

Reach 85% positive engagement

Number of trained employees in new tech

Train 75% of workforce in new tech by Q4

Reduce lead time by 15%

Average lead time

Decrease carbon emissions by 25% in 3 years

Carbon footprint reduction

Time to market for new products

Reduce time to market by 20%

FINANCIAL

INTERNAL PROCESSES

LEARNING   
& GROWTH

CUSTOMER

Balanced Scorecard Strategy Map

MISSION / VISION

INITIATIVES

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FINANCIAL

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