

Information Missing from Most Scorecards

Questions to Ask About Your Organization's Scorecard

Customer Information

1. How hard is it for customers to do business with our firm, and how much do we irritate or frustrate them?
2. Who are our most profitable and important customers, and where do we stand in our relationship with them?
3. Are any of our important customers looking around for another supplier or using one already?
4. Do we have any customers that we would be better off without?

Employee Information

5. How much do we irritate our employees and make them frustrated or unhappy?
6. Is our corporate culture still positive, and do people really live by the values we have on the wall?
7. How well are we communicating important information to our employees and other partners?
8. Do we have the right people in the right jobs, and do they have the knowledge and skill we need for today and tomorrow's work?
9. How much time do our employees spend each day doing what we hired them to do?
10. Are our employees and leaders ethical and honest?
11. How are we really doing on diversity?
12. How safe is it to work in this organization?
13. How healthy are the executives and employees who work in this company?

External Information

14. How healthy are the relationships we have with our important partners and suppliers?
15. How strong is our brand image in the market place?
16. At what level of risk is our organization for some type of threat or disaster?
17. How are we doing at meeting regulatory and legal requirements?
18. What sort of competitive threats and other risks are we facing and how well have we prepared for these risks?

Financial Information

19. How are we doing on our major capital projects?
20. Are we going after the right type of new business?
21. What are financial results going to look like in a few months from now?
22. How are we doing at coming up with new products and services that the market embraces?
23. Are the investments we've made in performance improvement initiatives or products really paying off?