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Strategy mapping in the public sector

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Abstract

The Balanced Scorecard links strategic objectives and performance measures across a number of perspectives. A development of the Balanced Scorecard's "strategy mapping" provides a powerful way of demonstrating the links between each of the perspectives. This paper explores the use of strategy mapping as a tool to develop strategy in a public sector agency and suggests a simplified version which can communicate that strategy effectively, both inside and outside the organisation.



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David Irwin is a consultant in enterprise and economic development. In 1980, he co-founded Project North East building it into one of the UK's leading enterprise and economic development agencies. In 2000 he was appointed as founder chief executive of the UK's Small Business Service.

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