



SWOT ANALYSIS AND BALANCED SCORECARD

LAB WORK

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TEAM WORK – SWOT ANALYSIS



Based on the company profile, conduct SWOT analysis, identifying at least 4 strengths, 4 weaknesses, 4 opportunities and 4 threats.

The Explainer: The Balanced Scorecard, <https://hbr.org/video/3633937148001/the-explainer-the-balanced-scorecard>



Harvard Business Review

The Explainer: The Balanced Scorecard

Robert S. Kaplan and David P. Norton's seminal framework — in under three minutes. For more, read For more, read their article, "The Balanced Scorecard: Measures That Drive Performance."

OCTOBER 14, 2014 | 2:40

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- 1) Assemble into the same groups as before
- 2) Based on the vision for a digital transformation of the company for 2019-2022, define 3 strategic dimensions
- 3) Define strategic goals
- 4) Produce a BSC
- 5) Define measures and targets for each strategic goal

¿Questions?

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