





SWOT ANALYSIS AND BALANCED SCORECARD

LAB WORK

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TEAM WORK – SWOT ANALYSIS



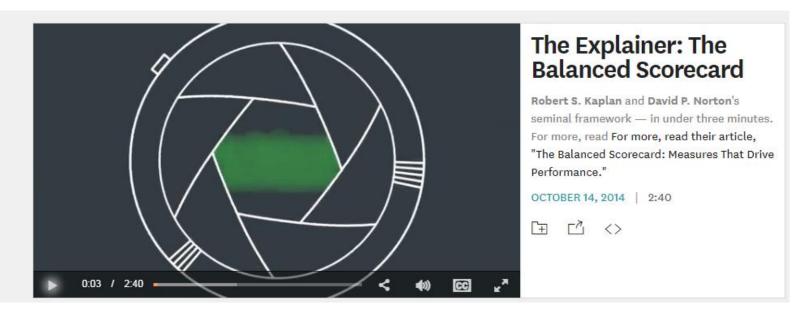
Based on the company profile, conduct SWOT analysis, identifying at least 4 strengths, 4 weaknesses, 4 opportunities and 4 threats.

TEAM WORK – BSC REVIEW



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

Harvard Business Review



TEAM WORK - BSC



- 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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