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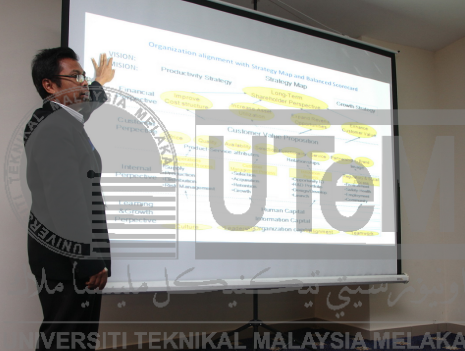
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Organization alignment with Strategy Map and Balanced Scorecard
Strategy Map

VISION:
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Productivity Strategy

Long-Term
Sight/shorter Perspective

Growth Strategy

Financial
Perspective

Improve
Cost structure

Micro-to-Macro
Transition

Organizational
Capabilities

Extend
Customer CSM

Customer
Perspective

Customer Value Proposition

Internal
Perspective

Product/Service attributes

Relationships

Process Efficiency

Supply Chain

Learning
& Growth
Perspective

Supply Chain
Management

Human Capital

Information Capital

Organizational Capital

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