

bengjin

The relative Balanced Scoremap®



The relative Balanced Scoremap[®]

..for Mapping Real Values.

Agenda

1.

**Balanced
Scorecard**

**Balanced
Scoremap**

2.

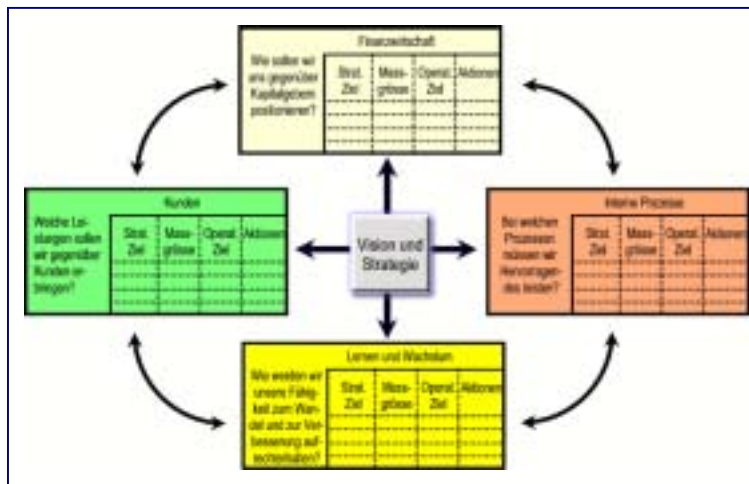
**Samples
Used for**

3.

**Why?
Special?
Address**

Balanced Scorecard, the four main points

- Kaplan, Norton, 1990
- Extend the business' point of view
- ...
- New key figures
- In US a standard of business techniques.
- Rising acceptance in EU.....



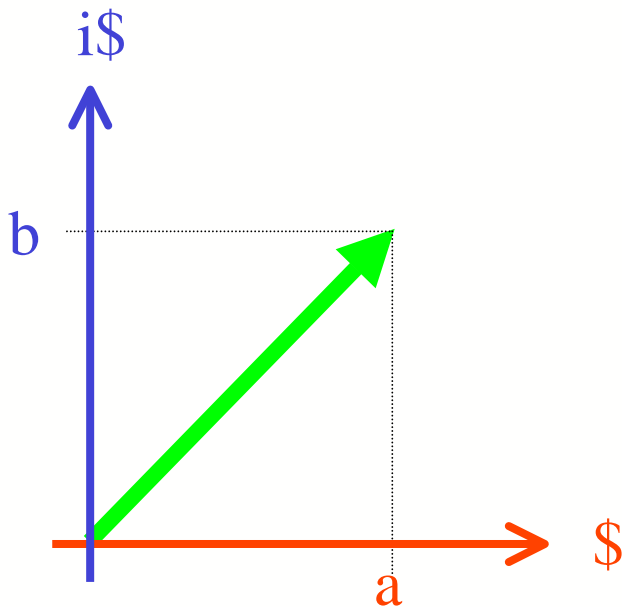
Used in enterprises,
communities.....
for strategizing, controlling....

Balanced Scoremap introduces the MindSet for Values with two Dimensions

.... at least 2D.....

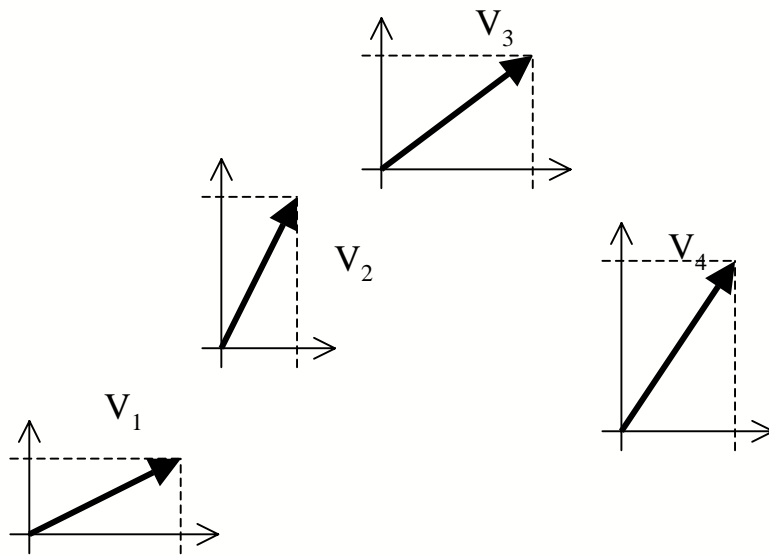
with an objective,
explicit, monetary Dimension

a subjektive,
implicit, imaginary Dimension



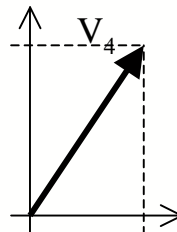
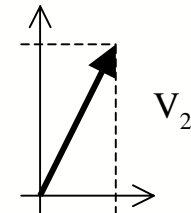
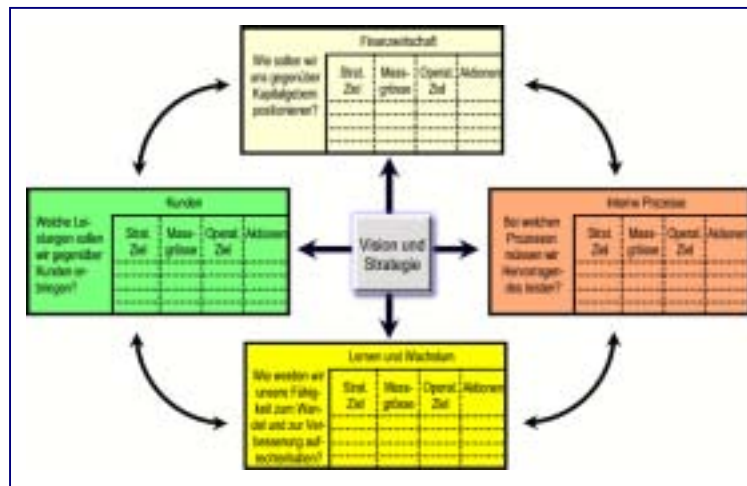
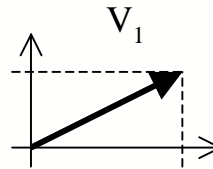
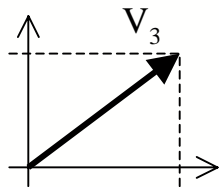
A Value is determined only
by both Dimensions $V = a[\$] + b[i\$]$

Different Objects have....

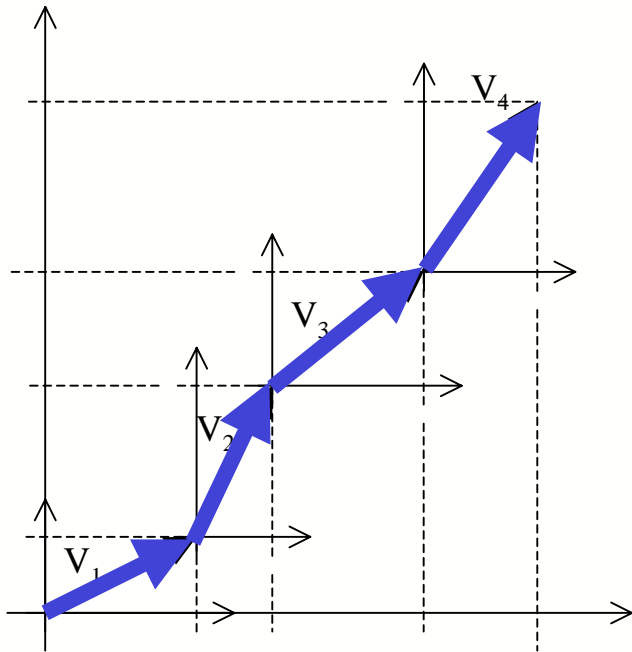


- Different values
- Each Value represented as Vectors with a horizontal (objective) dimension and a vertical (subjective) dimension.

(also the Values in the Balanced Scorecard....)



You may add vectors....

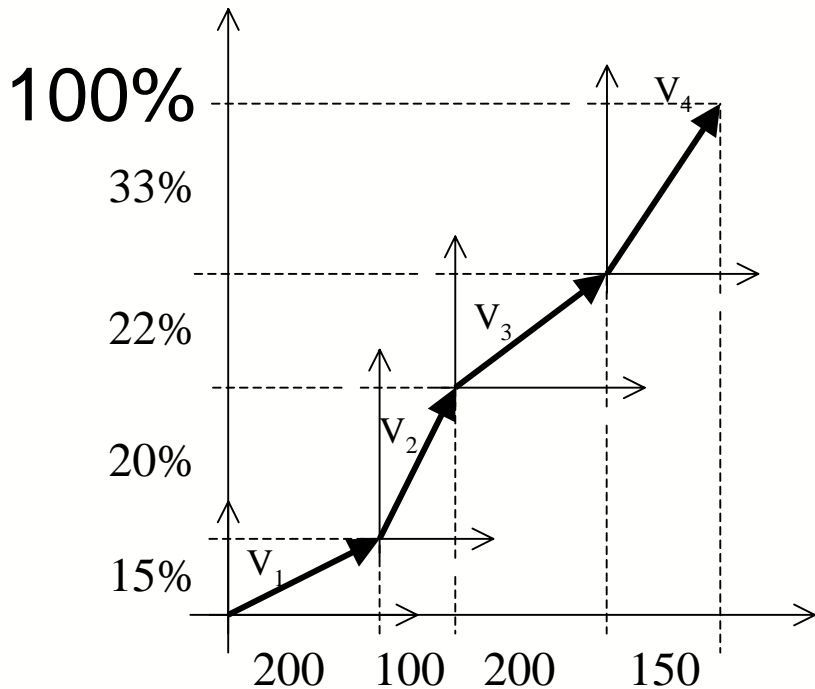


- ...and get a **Value-Profile**, which is **distinctive** for the specific **value attitude** and the **strategy** for an object, a project, an enterprise, a business, a region, a state.....

- fast and concise

..... and give them your individual scale....

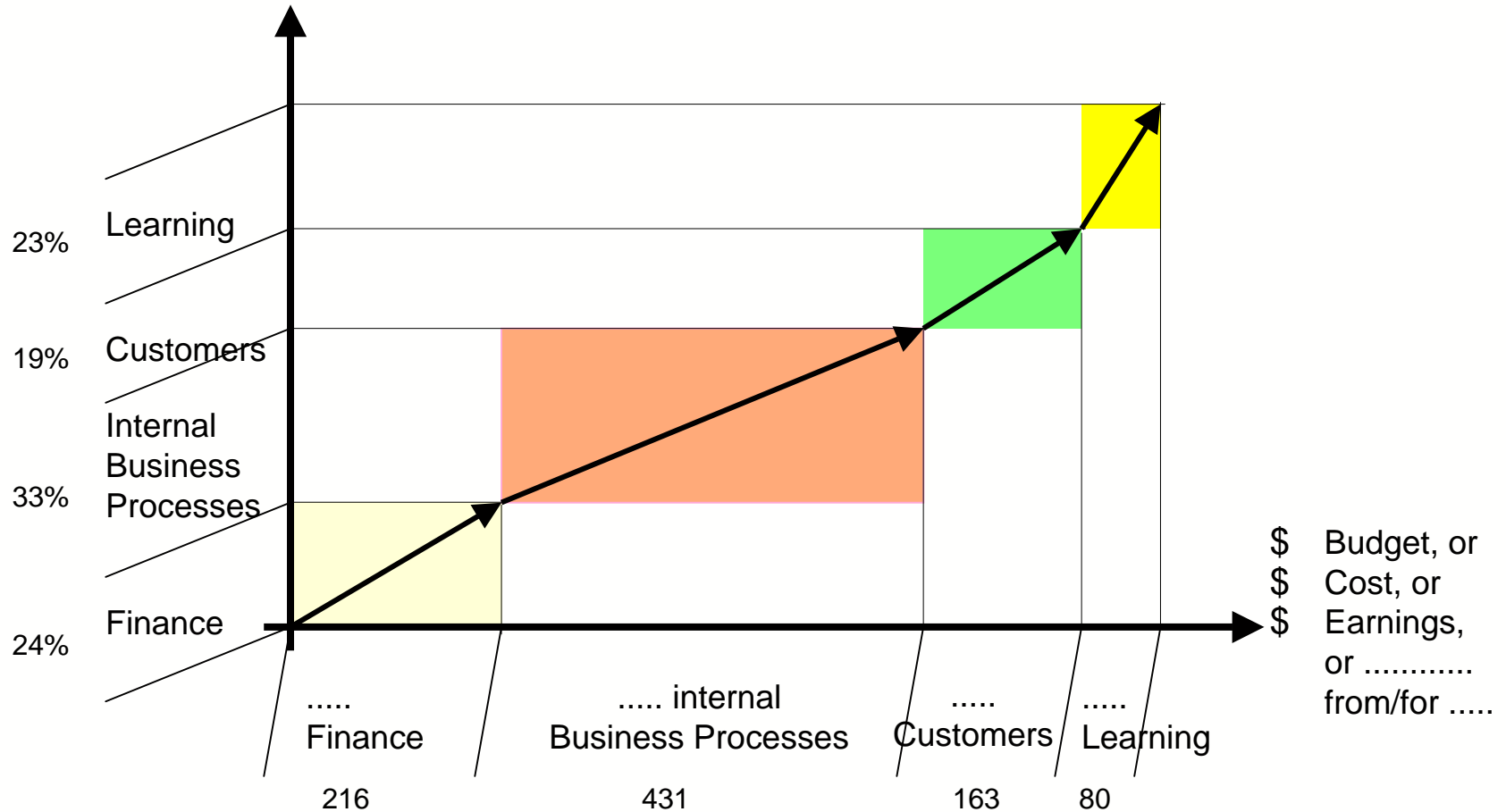
In the relative Scoremap the
Sum of all **non-monetary** Values is 100%



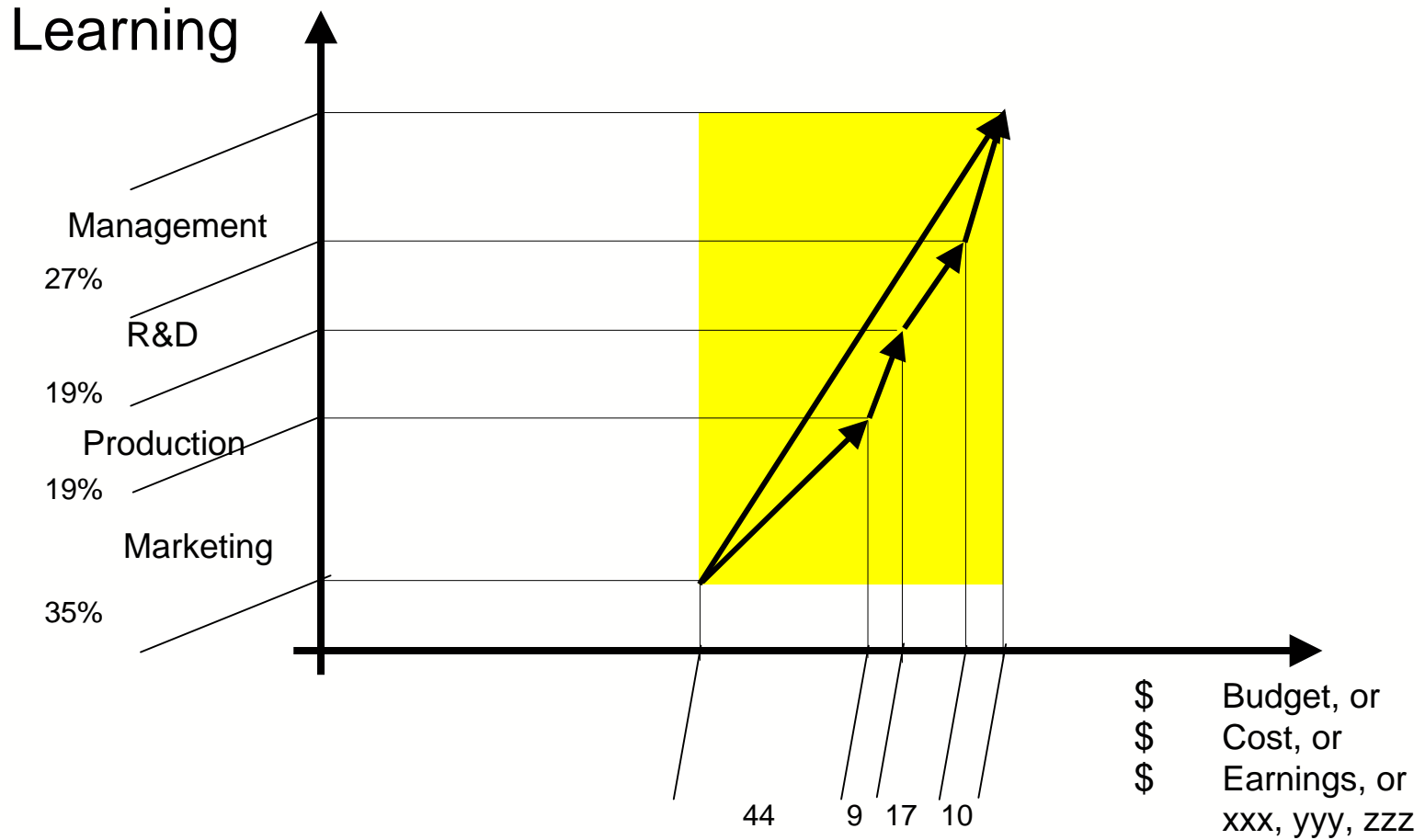
- The single Vectors then, each individual, for example

	i\$	\$
V ₄	33%	150
V ₃	22%	200
V ₂	20%	100
V ₁	15%	200

The Scorecard then shows as below



.....want to thrill down?



Where to be used?

1.

Balanced
Scorecard

Balanced
Scoremap

2.

**Samples
Used for**

3.

Why?
Special?
Address

...use it for different organizations...

Strukturen nach Strategy Articulation Map (SAM) & Indicators L&S

ANDERSEN

Strukturen nach einem Hochbauamt

BSG

- A Strategie & Innovation
- A Controlling & Risiko
- A People & Organisation
- A Marketing & Logistik
- A Financial Performance

Strukturen nach Score - Group

HOVART

- A Performance
- A Controlling
- A People & Organisation
- A Marketing & Logistik
- A Financial Performance

Strukturen nach Departemente Schweizerische Eidgenossenschaft

Swiss Cross

- A 1111 Department for Federal Administration
- A 1112 Department for Federal Administration
- A 1113 Department for Federal Administration
- A 1114 Department for Federal Administration
- A 1115 Department for Federal Administration
- A 1116 Department for Federal Administration
- A 1117 Department for Federal Administration

Strukturen nach Departemente Kanton Graubünden

Swiss Cross

- A 1111 Department for Federal Administration
- A 1112 Department for Federal Administration
- A 1113 Department for Federal Administration
- A 1114 Department for Federal Administration
- A 1115 Department for Federal Administration
- A 1116 Department for Federal Administration
- A 1117 Department for Federal Administration

Strukturen nach Value Creation Index

ERNST & YOUNG

- A 1111 Department for Federal Administration
- A 1112 Department for Federal Administration
- A 1113 Department for Federal Administration
- A 1114 Department for Federal Administration
- A 1115 Department for Federal Administration
- A 1116 Department for Federal Administration
- A 1117 Department for Federal Administration

Strukturen nach Departemente Kanton St. Gallen

Swiss Cross

- A 1111 Department for Federal Administration
- A 1112 Department for Federal Administration
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- A 1114 Department for Federal Administration
- A 1115 Department for Federal Administration
- A 1116 Department for Federal Administration
- A 1117 Department for Federal Administration

Strukturen nach PwC (Industrieumfrage)

PricewaterhouseCoopers

- A Strategie & Innovation
- A Controlling & Risiko
- A People & Organisation
- A Marketing & Logistik
- A Financial Performance

nach Umsetzungs-Performance Rating

ratingfactory

- A 1111 Department for Federal Administration
- A 1112 Department for Federal Administration
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Why?

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Why the Balanced Scoremap?

Many of the patterns of nature we can discover
only after they have been constructed by our mind.
Friedrich von Hayek

Count what's countable.
Measure what's measurable.
Make measurable what's not measurable.
Galileo Galilei

There's nothing better than a good theory.
Albert Einstein

We must develop an economy theory in which has
become knowledge to the economic key resource.
Peter F. Drucker

The profit doesn't seem alone to us in money.
J. W. Goethe

If connections are important,
it is all about also to show the connections.

Why the Vector?

- The **coupling of different values in a vector** permits for the first time the "arithmetic in connections" in the economy.
- You may add Vectors and show a Value Profile.
A Value Profile **makes it easier to find a common understanding** and a consensus in the judgment of the political and business' reality.
- The Scoremap **integrates different value dimensions** and shows - for example - the non-monetary profit together with the costs or with the expected yields.
- The Scoremap makes the common understanding and the finding of consensus **easier for aims and results at different moral concepts**.
- The Scoremap reduces the gap between strategic and operative targets and creates better framework conditions.
- The Scoremap is the mandatory logic for a multidimensional management and controlling of multinational projects, project portfolios and the prioritisation.

The vector is the only possibility to show monetary and non-monetary values in their connection.

bengin AG (in founding stage)

bengin AG

is the legal entity for the practice oriented further development and distribution of economic knowledge, views and perspectives. It was founded by businessmen, convinced that in classic economic theory, among other things, the intangible objects were neglected in a distorting manner.

One of the tasks is not only to show this kind of lack, but to develop instruments with which some weaknesses of the classic business economic paradigms are weeded out quite pragmatically.

A quickly growing community supports **bengin** in the development, distribution and application of the new generation of economic models.

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We look forward hearing from you.

bengin

Beyond Limits of Classic Business Paradigms

Thank You

bengin.com

(re)cognising Values, developing, using....