



Balanced Scorecard Step-by-Step: Maximizing Performance and Maintaining Results

Paul R. Niven

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"As a practitioner and thought leader, Paul Niven is superbly bridging the gulf between BSC theory and application through hands-on experiences and real-world case studies. The book provides a practical road map, step-by-step, to plan, execute, and sustain a winning scorecard campaign. Easy to read . . . tells a powerful story with lessons learned/best practices from global customer implementations. Must-read for anyone interested in BSC or grappling with how to create a strategically aligned organization."

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"*In Balanced Scorecard Step-by-Step, Second Edition*, Paul Niven provides an intuitive and incredibly effective blueprint for transitioning strategic ambition to execution. Paul's pragmatic approach provides leaders with a tool for managing a company's journey from strategic ideas to world-class performance. The Balanced Scorecard is a masterful tool for guiding companies through transformation, and I speak from personal experience when I say Paul's blueprint works! It is the most effective guide I have seen. *Balanced Scorecard Step-by-Step* will serve any leader well if their ambition is to efficiently engage their teams in achieving a set of strategic goals."

—Allan A. MacDonald, Vice President, Sales and Customer Solutions Bell Canada National Markets

"Paul Niven has done it again!!! With this book, he has further operationalized the enlightened Balanced Scorecard concept into a fully functional system that optimizes business execution and performance!"

—Barton Johnson, President, Financial Freedom Senior Funding Corporation, The Reverse Mortgage Specialist

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