

## Strategy Maps Converting Intangible Assets Into Tangible Outcomes



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converting intangible assets into tangible outcomes strategy maps the summary in brief more than 75 percent of the average company's market value comes from intangible assets that traditional metrics don't measure. the balanced scorecard is a revolutionary performance measurement system that allows

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sults from a strategy-focused organization, which, in turn, results from strategy maps and balanced scorecards. figure 1 on the following page provides an overview of a strategy map.

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converting intangible assets into tangible outcomes ... strategy maps - page 1 ... the capabilities required from intangible assets. in effect, a strategy map captures the organization's strategy in visual form so that managers can better execute their desired strategy. 2.

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strategy maps: converting intangible assets into tangible outcomes pdf. more than a decade ago, robert s. kaplan and david p. norton introduced the balanced scorecard, a revolutionary performance measurement system that allowed organizations to quantify

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norton argue that the most critical aspect of strategy--implementing it in a way that ensures sustained value creation--depends on managing four key internal processes: operations, customer relationships, innovation, and regulatory and social processes. the authors show how companies can use strategy maps to link those

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converting intangible assets into tangible outcomes author: robert s. kaplan, david p. norton ... number of companies for whom they have developed specific strategy maps. figure 1. a strategy map shows how the organization creates value ... assume that strategy maps are only developed for lines of business and that

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