

Group/Unit	Strategic Objectives		Operational Objectives					Financial Objectives					Customer Objectives					Human Resource Objectives					Environmental Objectives				
	Short-Term	Long-Term	Quality	Quantity	Cost	Time	Revenue	Profit	Assets	Liabilities	Equity	Satisfaction	Retention	Acquisition	Churn	Training	Retention	Development	Turnover	Recruitment	Productivity	Carbon Footprint	Waste	Energy	Water	Community	
Strategic Objectives	Revenue Growth	15%	95%	100%	10%	5%	20%	15%	10%	5%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	
	Market Share	25%	30%	90%	95%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Customer Satisfaction	4.5	4.8	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Employee Retention	90%	95%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Operational Efficiency	85%	90%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Financial Stability	10%	15%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%
	Customer Loyalty	80%	85%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Employee Productivity	75%	80%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Operational Reliability	90%	95%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%
	Environmental Compliance	100%	100%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%
Tactical Objectives	Revenue Growth	15%	95%	100%	10%	5%	20%	15%	10%	5%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	
	Market Share	25%	30%	90%	95%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Customer Satisfaction	4.5	4.8	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Employee Retention	90%	95%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Operational Efficiency	85%	90%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Financial Stability	10%	15%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%
	Customer Loyalty	80%	85%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Employee Productivity	75%	80%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	
	Operational Reliability	90%	95%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%
	Environmental Compliance	100%	100%	95%	98%	10%	15%	10%	5%	8%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%