**[](https://goo.gl/Gm16oj)THE BASIC BALANCED SCORECARD TEMPLATE**

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| **COMPANY NAME** | | | | | | | | | |
| **ADDRESS** |  | | **CITY** |  | | **STATE** |  | **ZIP** |  |
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|  | **STRATEGIC OBJECTIVES** | **KEY PERFORMANCE INDICATORS** | **TARGETS** | | | **INITIATIVES** | | | |
| **YEAR 1** | **YEAR 2** | **YEAR 3** | **PROGRAMS** | | **BUDGETS** | |
| **FINANCIAL** |  |  |  |  |  |  | |  | |
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| **CUSTOMER** |  |  |  |  |  |  | |  | |
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| **INTERNAL PROCESSES** |  |  |  |  |  |  | |  | |
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| **LEARNING** |  |  |  |  |  |  | |  | |
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