**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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