

## City of Charlotte

The Balanced Scorecard has enabled Charlotte's council-manager government to achieve its vision of creating a "community of choice for living, working, and leisure activities."

A 1995 winner of the City Livability Awards, the City of Charlotte already had a lot going for it before it implemented the Balanced Scorecard. Charlotte City Manager, Pamela used the BSC to focus Charlotte's varied departments on the City's five strategic themes.

"Building a scorecard helps managers link today's actions with the achievement of today's priorities. It encourages accountability. And, today, we define accountability by results," she says. This case study shows how Charlotte mobilized through executive leadership, translated its strategy, and aligned city departments to the strategy.

Charlotte is the second largest financial enter in the U.S. and enjoys a growth rate of 20%. The Balanced Scorecard has enabled Charlotte's council-manager government to achieve its vision of creating a "community of choice for living, working, and leisure activities."