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Make Strategy Everyone's Job

Strategy-Focused Organizations motivate their people to execute strategy when they use the **Balanced Scorecard** as a communications tool for educating every single associate. As individuals set personal work objectives which align with the organization's Balanced Scorecard, and are thereafter rewarded with compensation and recognition-for both individual and team accomplishment-the **strategy** becomes part of their everyday jobs.

Categories: Definitions | Strategy-Focused Organization Principles