Implementing the IT Balanced Scorecard: Aligning IT with Corporate Strategy

Jessica Keyes

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The goals of an IT balanced scorecard include the alignment of IT plans with business objectives, the establishment of measures of IT effectiveness, the directing of employee efforts toward IT objectives, the improved performance of technology, and the achievement of balanced results across stakeholder groups. CIOs, CTOs, and other technical managers can achieve these goals by considering multiple perspectives, long- and short-term objectives, and how the IT scorecard is linked to other scorecards throughout their organizations. Implementing the IT Balanced Scorecard: Aligning IT with Corporate Strategy lays the groundwork for implementing the scorecard approach, and successfully integrating it with corporate strategy.

This volume thoroughly explains the concept of the scorecard framework from both the corporate and IT perspectives. It provides examples, case histories, and current research for critical issues such as performance measurement and management, continuous process improvement, benchmarking, metrics selection, and people management. The book also discusses how to integrate these issues with the four perspectives of the balanced scorecard: customer, business processes, learning, and innovation and financial.

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