

Ivija 360 Strategy Map

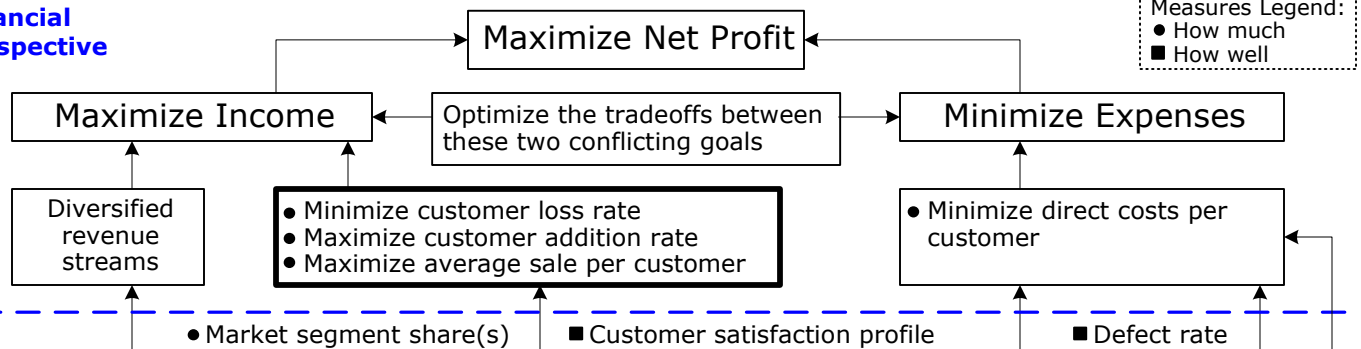
Start reading this at the bottom if this is your first strategy map. This is a rough third pass. Its purpose is to illustrate what is possible with strategy maps, and to present a few preliminary ideas. - May 22, 2004 Thwink.org

Strategic Themes

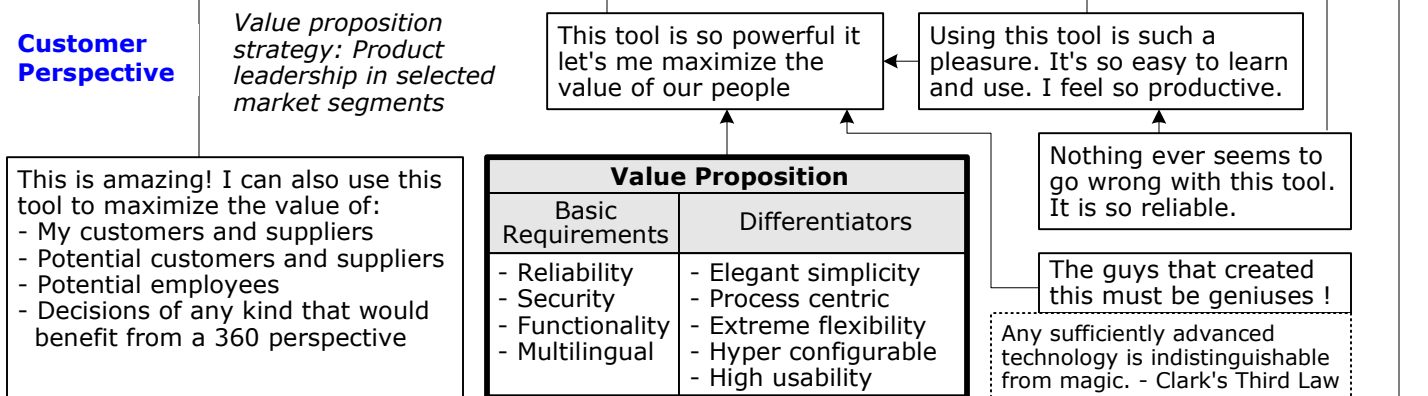
"Maximize the customer's ability to leverage human capital"

"Transcend software" - It's just another component of what we do.

Financial Perspective



Customer Perspective



Customer Mgt

■ Measures ???

Strategy & Innovation Mgt

■ Opportunity share(s)

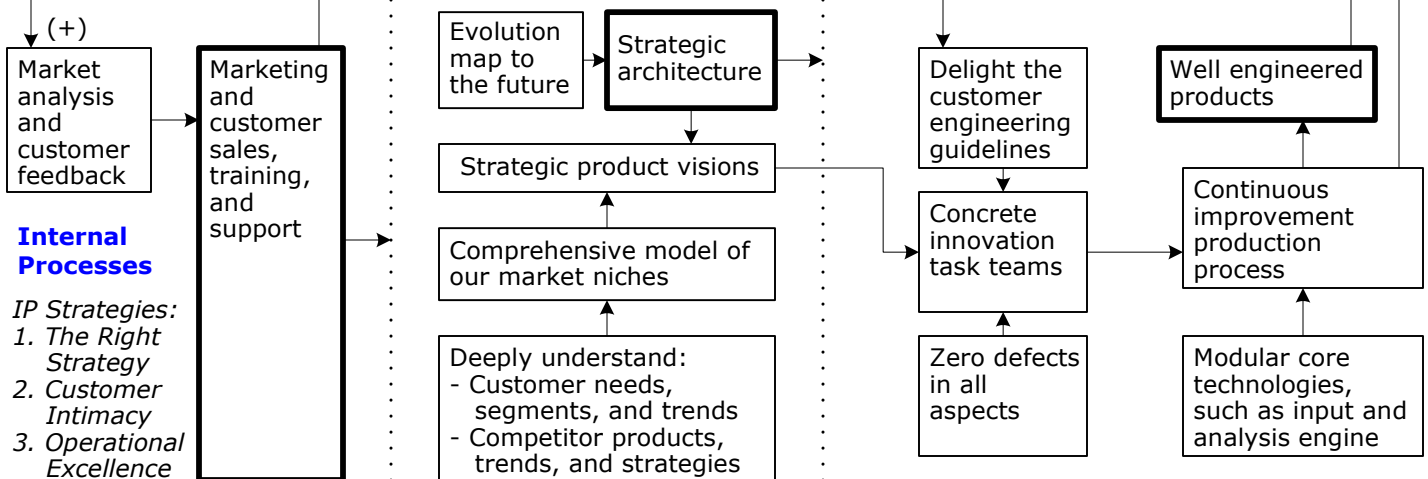
Operations

■ Defect variance
 ■ Satisfaction variance

Internal Processes

IP Strategies:

1. The Right Strategy
2. Customer Intimacy
3. Operational Excellence



Personal Learning & Growth

