

Ivija 360 Strategy Map

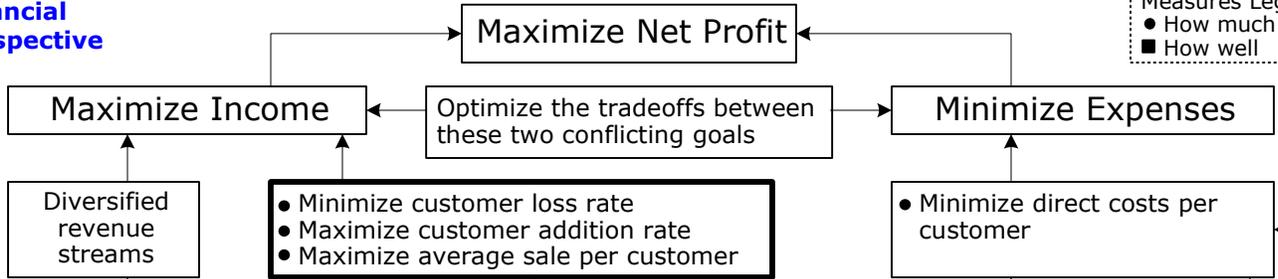
Start reading this at the bottom if this is your first strategy map. This is a rough third pass. Its purpose is to illustrate what is possible with strategy maps, and to present a few preliminary ideas. - May 22, 2004 Thwink.org

Strategic Themes

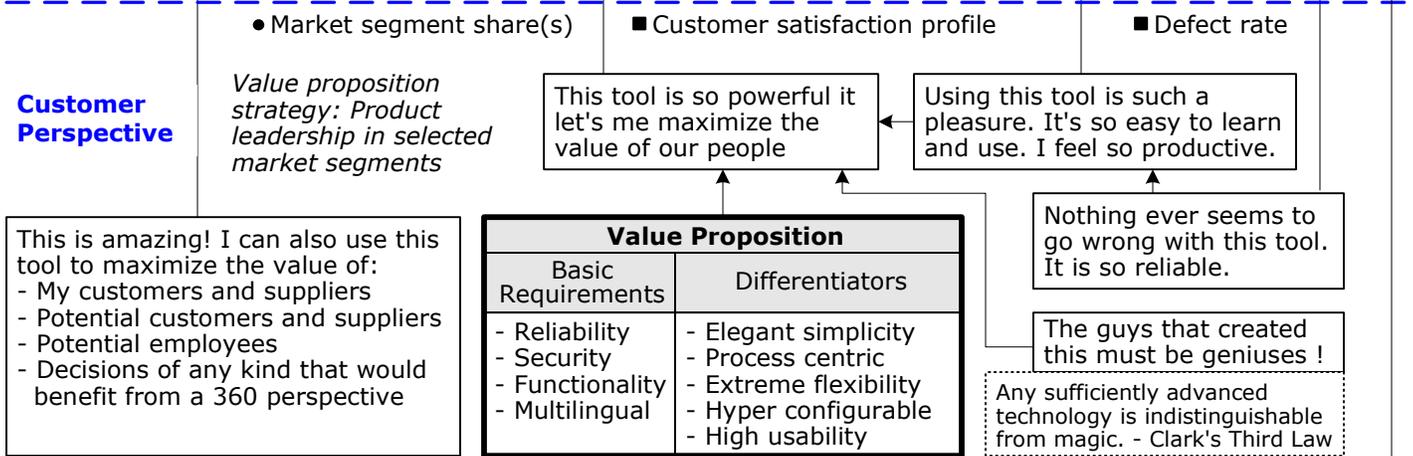
"Maximize the customer's ability to leverage human capital"

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

Financial Perspective



Customer Perspective



Customer Mgt

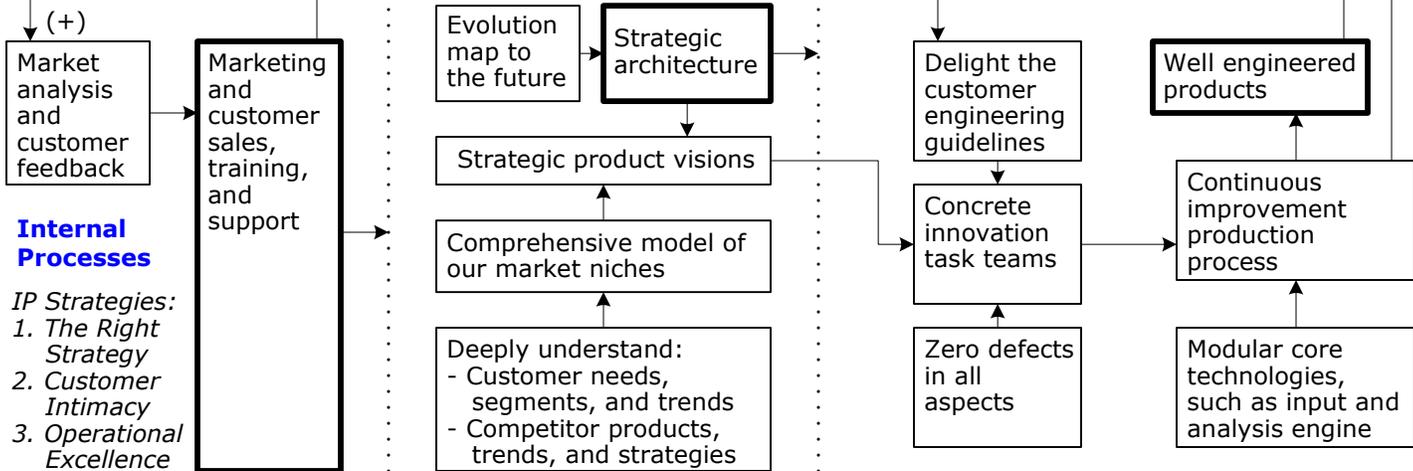
■ Measures ???

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

