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The world was introduced to the concept in a 1992 Harvard Business Review article, “ The Balanced

Scorecard—Measures that Drive Performance. ” 1 That

article was based on a research project conducted by

Norton's consulting firm, which studied performance

measurement in companies whose value creation was highly

dependent on intangible assets. 2 As strident advocates for

the power of measurement to drive focus and accountability,

Kaplan and Norton were convinced that if organizations were

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This is important as Robert Kaplan and David Norton have managed to keep the concept fresh and aligned with current management thinking. The downside of this is that the

understanding of the Balanced Scorecard concept varies

widely depending on when individuals learnt about the

Balanced Scorecard.

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Paul Niven has done it before with his acclaimed "Balanced Scorecard Step-by-Step", but with "Balanced Scorecard Evolution" he brings the BSC to a new level, applying concepts like neuroscience and change management to enhance the technique and its effectiveness as the ultimate strategy execution tool. 2 people found this helpful

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The Balanced Scorecard (BSC) is commonly understood as a strategic planning and management system that is used for the last two decades. But the origins of BSC dates to the 19th century. Today it is used around the globe in civil service organisations, non-profits, businesses and governments.

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