**Basic Balanced Scorecard Template**

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| COMPANY NAME | VISION |
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|  |  |  | TARGETS |  |
|  | STRATEGIC OBJECTIVES | MEASURES | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | INITIATIVES |
| FINANCIAL |  |  |  |  |  |  |  |  |
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| CUSTOMER |  |  |  |  |  |  |  |  |
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| INTERNAL PROCESSES |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |
| LEARNING |  |  |  |  |  |  |  |  |
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