

New 2015 - this content is now part of:

- Project NEMO (New/Next Economic Model) <http://project-nemo.org>
- INSEDE (Institute for Sustainable Economic Development) <http://insede.org>
- Business Engineering Systems (MindWare, Basics, Structures) <http://bengin.net/bes/>

You are welcome to take advantage of progress, support us and be part of this voyage of discoveries.

# bengin

**The relative Balanced Scoremap®**



## The relative Balanced Scoremap<sup>®</sup>

..for Mapping Real Values.

# Agenda

**1.**

**Balanced  
Scorecard**

**Balanced  
Scoremap**

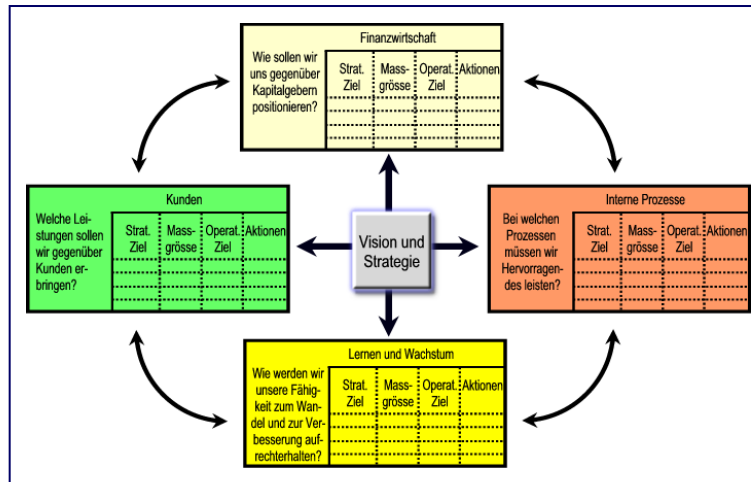
**2.**

**Samples  
Used for**

**3.**

**Why?  
Special?  
Address**

# Balanced Scorecard, the four main points



- Kaplan, Norton, 1990
- Extend the business' point of view
- ...
- New key figures
- In US a standard of business techniques.
- Rising acceptance in EU....

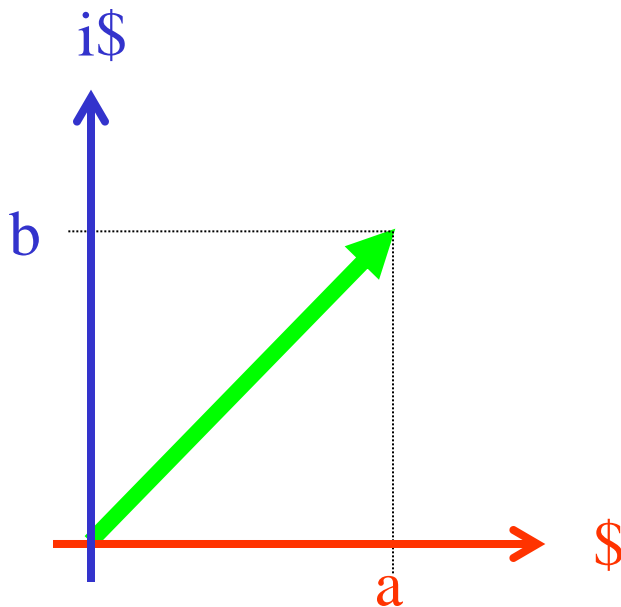
Used in enterprises,  
communities.....  
for strategizing, controlling....

# Balanced Scoremap introduces the MindSet for Values with two Dimensions

.... at least 2D.....

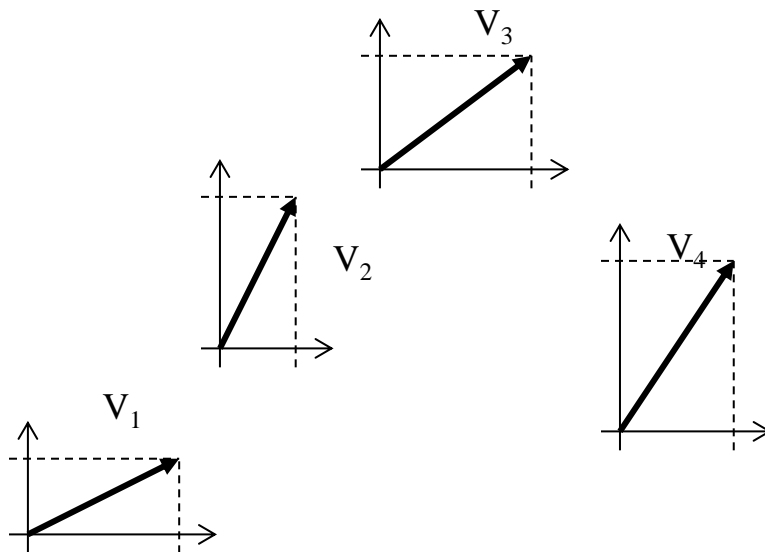
with an objective,  
explicit, monetary Dimension

a subjective,  
implicit, imaginary Dimension



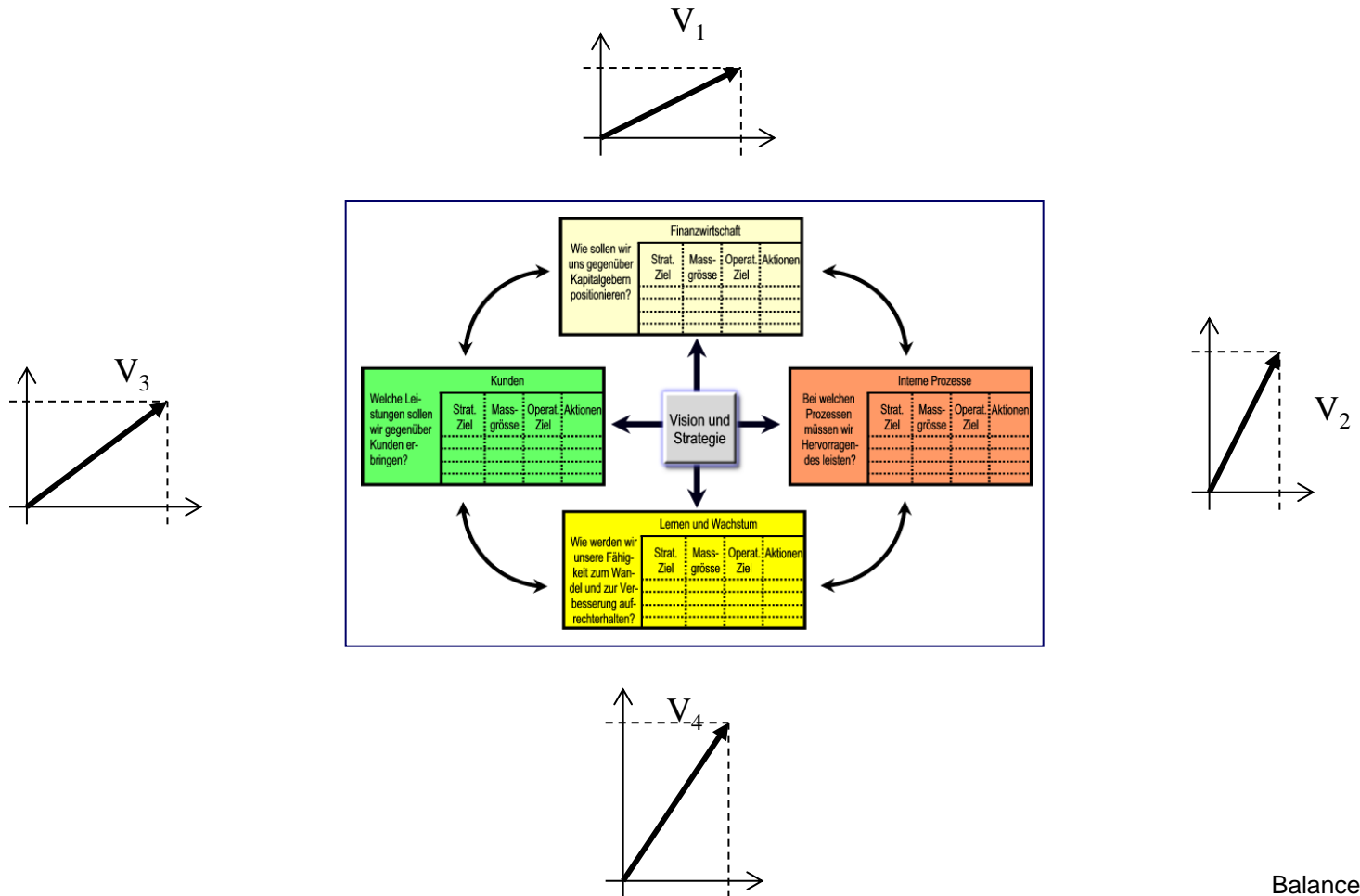
A Value is determined only  
by both Dimensions  $V = a[\$] + b[i\$]$

# Different Objects have....

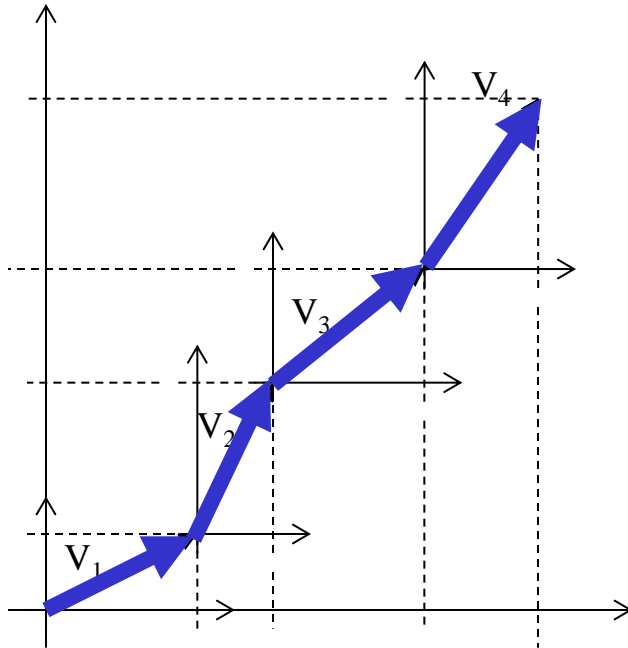


- Different values
- Each Value represented as Vector with a horizontal (objective) dimension and a vertical (subjective) dimension.

(also the Values in the Balanced Scorecard....)



You may add vectors....



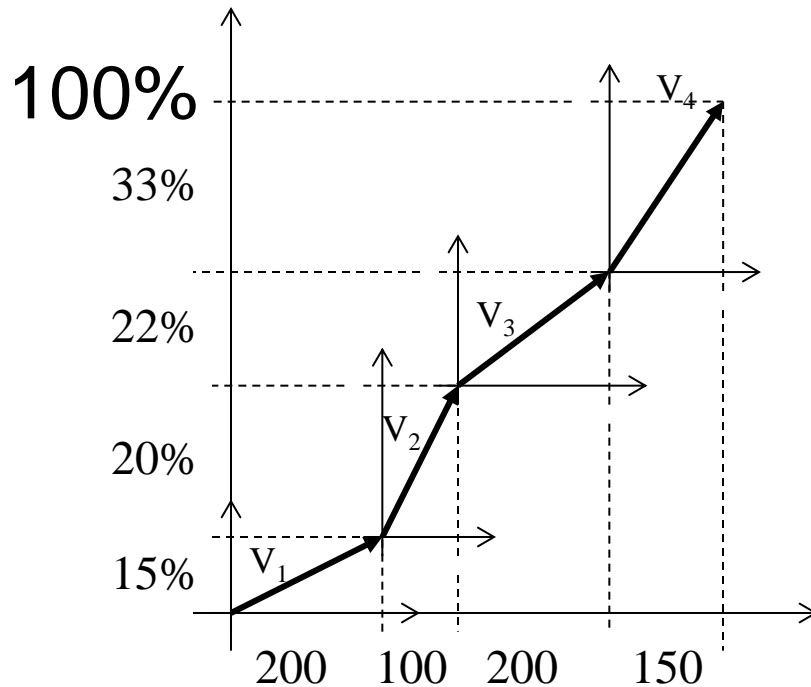
- ...and get a **Value-Profile**, which is **distinctive** for the specific **value attitude** and the **strategy** for an object, a project, an enterprise, a business, a region, a state.....

- fast and concise



..... and give them your individual scale....

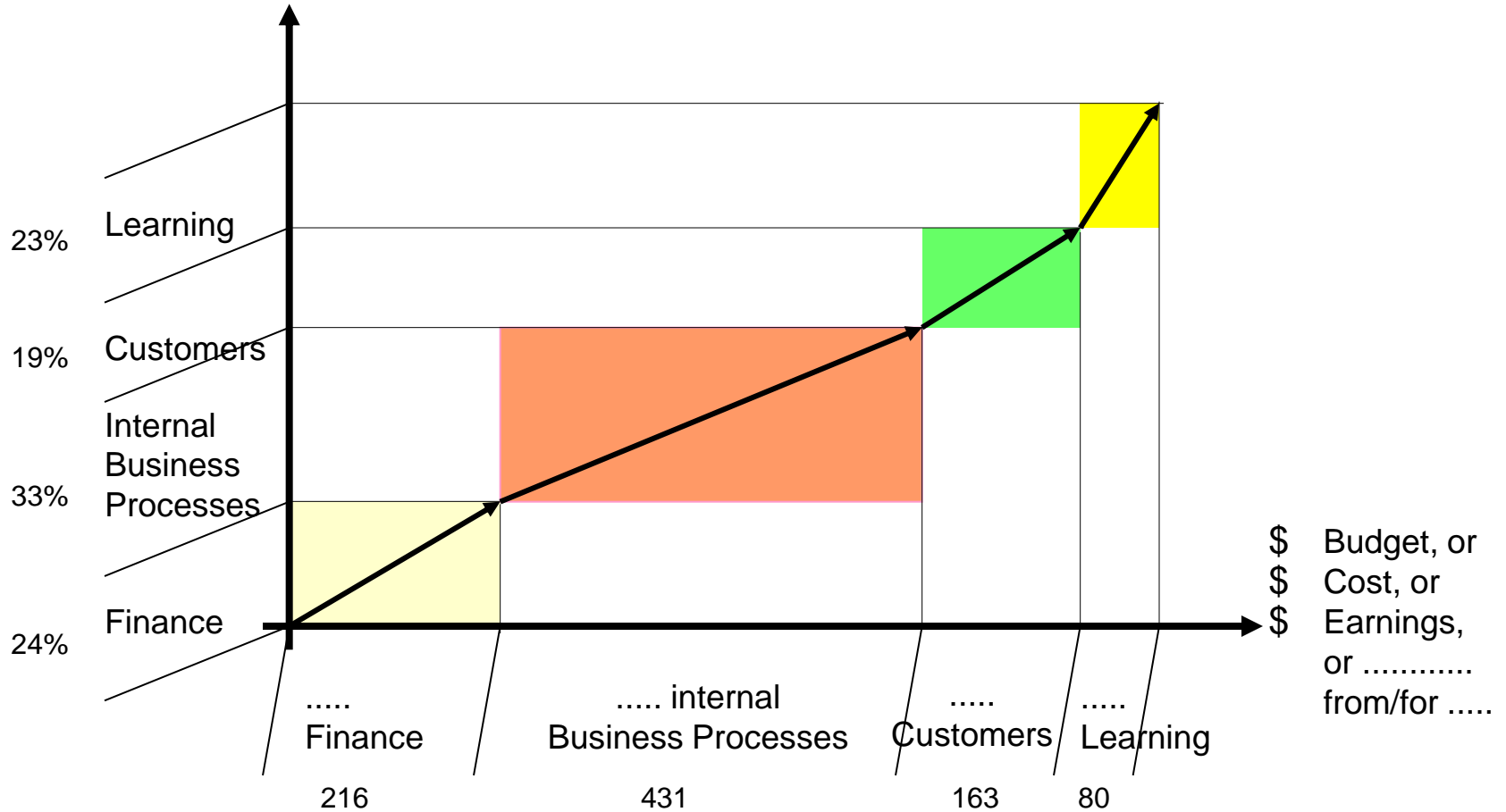
In the relative Scoremap the  
Sum of all **non-monetary** Values is 100%



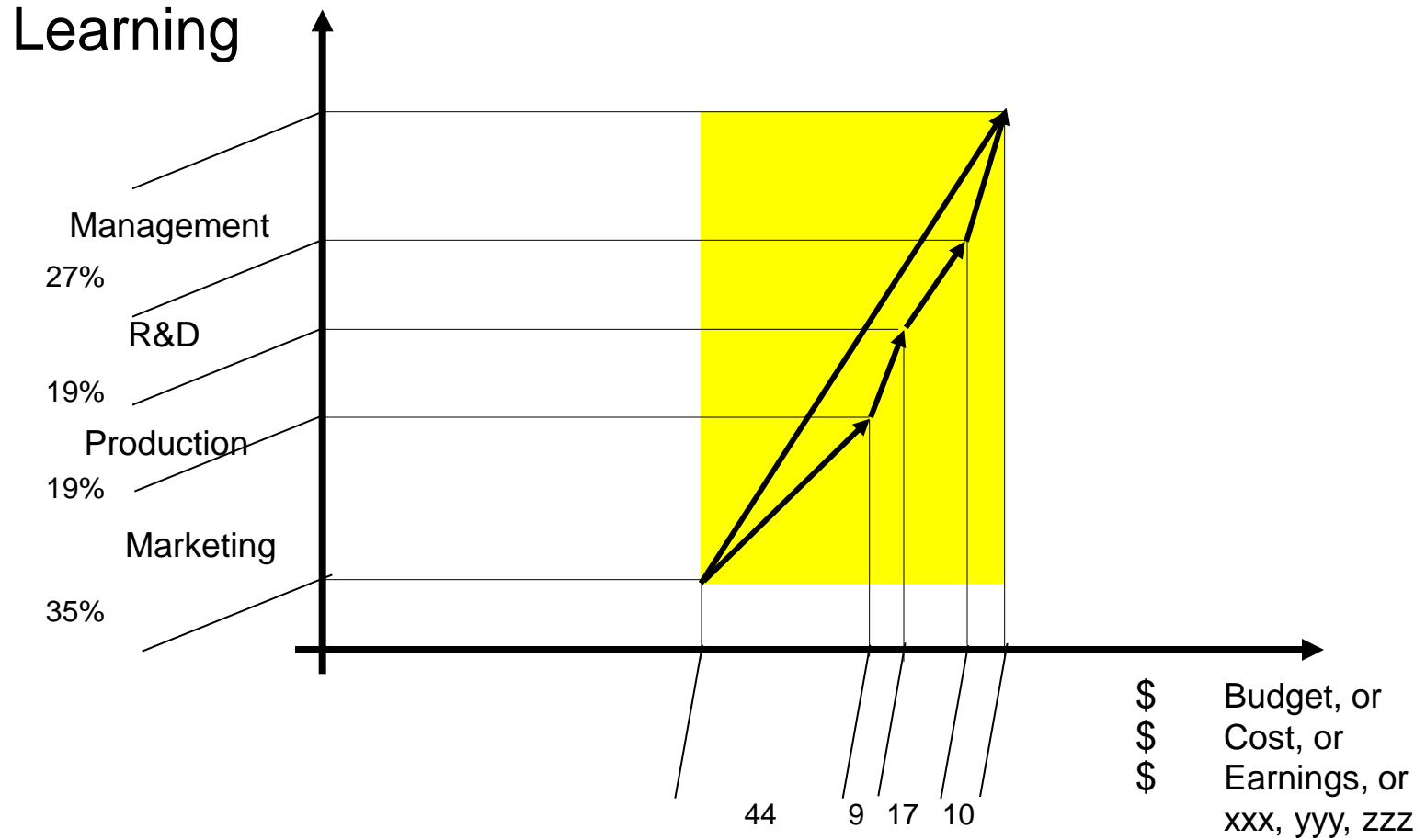
- The single Vectors then, each individual, for example ....

	i\$	\$
V <sub>4</sub>	33%	150
V <sub>3</sub>	22%	200
V <sub>2</sub>	20%	100
V <sub>1</sub>	15%	200

The Scorecard then shows as below .....



.....want to drill down?



# Where to be used?

1.

**Balanced  
Scorecard**

**Balanced  
Scoremap**

2.

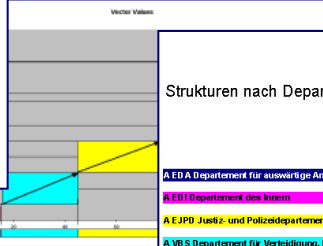
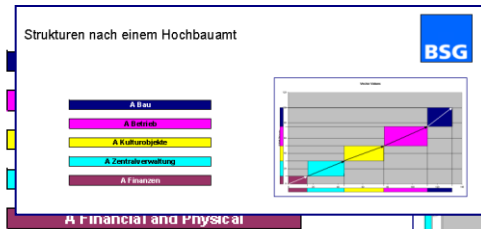
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# ...use it for different organizations...

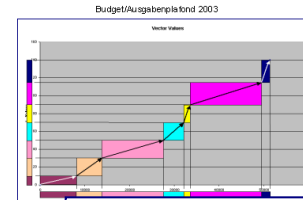
## Strukturen nach Strategy Articulation Map (SAM) & Indicators L&S



## Strukturen nach Departemente Schweizerische Eidgenossenschaft



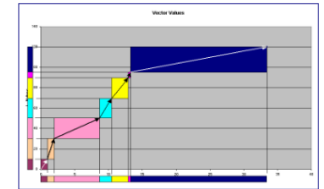
- A FDA Departement für auswärtige Angelegenheiten
- A EDI Departement des Innern
- A EJPD Justiz- und Polizeidepartement
- A VBS Departement für Verteidigung, Bevölkerungsschutz und Sport
- A EFD Finanzdepartement
- A EVD Volkswirtschaftsdepartement
- A UVEK Departement für Umwelt, Verkehr, Energie und Kommunikation



## Strukturen nach Score - Groups



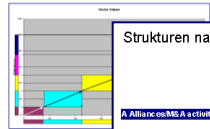
- A Pharmaceuticals
- A Licensing



## Strukturen nach Departemente Kanton Graubünden



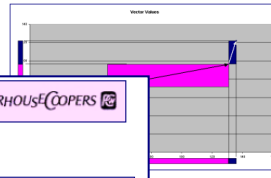
- A Justiz-, Polizei- und Sanitätsdepartement
- A Bau-, Verkehrs- und Forstdepartement
- A Departement des Innern und der Volkswirtschaft
- A Erziehungs-, Kultur- und Umweltschutzdepartement
- A Finanz- und Militärdepartement



## Strukturen nach Value Creation Index



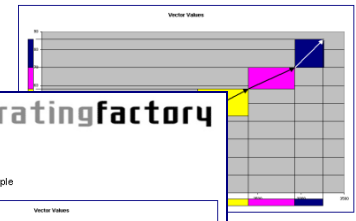
- A Alliance M&A activity
- A Value of human capital/employees
- A Quality of management



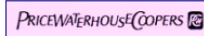
## Strukturen nach Departemente Kanton St. Gallen



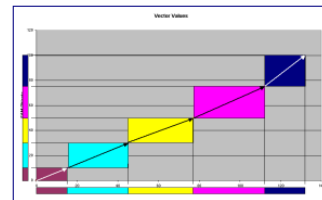
- A Volkswirtschaftsdepartement
- A Departement für Inneres & Militär
- A Erziehungsdepartement



## Strukturen nach PwC (Industrienumfrage)



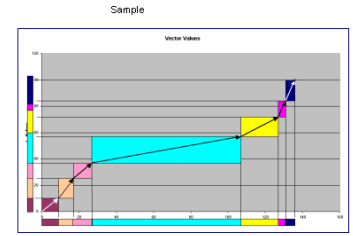
- A Strategy & Innovation
- A Customers & Markets
- A People & Reputation
- A Manufacturing & Logistics
- A Financial Performance



## nach Umsetzungs-Performance Rating



- A Leadership
- A Management Fokus
- A Kundenportfolio Management
- A Leistungsgestaltung
- A Qualitätsmanagement
- A Vertrieb
- A Umweltmanagement



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# Why the Balanced Scoremap?

Many of the patterns of nature we can discover only after they have been constructed by our mind.  
Friedrich von Hayek

Count what's countable.  
Measure what's measurable.  
Make measurable what's not measurable.  
Galileo Galilei

There's nothing better than a good theory.  
Albert Einstein

We must develop an economy theory in which has become knowledge to the economic key resource.  
Peter F. Drucker

The profit doesn't seem alone to us in money.  
J. W. Goethe

If connections are important,  
it is all about also to show the connections.

# Why the Vector?

- The **coupling of different values in a vector** permits for the first time the "arithmetic in connections" in the economy.
- You may add Vectors and show a Value Profile.  
A Value Profile **makes it easier to find a common understanding** and a consensus in the judgment of the political and business' reality.
- The Scoremap **integrates different value dimensions** and shows - for example - the non-monetary profit together with the costs or with the expected yields.
- The Scoremap makes the common understanding and the finding of consensus **easier for aims and results at different moral concepts**.
- The Scoremap reduces the gap between strategic and operative targets and creates better framework conditions.
- The Scoremap is the mandatory logic for a multidimensional management and controlling of multinational projects, project portfolios and the prioritisation.

The vector is the only possibility to show monetary and non-monetary values in their connection.



## **bengin**

is the project for the practice oriented further development and distribution of improved economic knowledge, views and perspectives. It was founded by businessmen, convinced that in classic economic theory, among other things, the intangible objects were neglected in a distorting manner.

One of the tasks is not only to show this kind of lack, but to develop instruments with which some weaknesses of the classic business economic paradigms are weeded out quite pragmatically.

A growing community supports **bengin** in the development, distribution and application of the new generation of economic models.

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We look forward hearing from you.

**bengin**

Beyond Limits of Classic Business Paradigms

**Thank You**

**[bengin.com](http://bengin.com)**

(re)cognising Values, developing, using....