# Annual Business Scorecard Survey

**Thursday 24 October, 2013**

The Annual Intrafocus Business Scorecard Survey is now open. Take the survey today if you use a Business Scorecard or a Balanced Scorecard to help manage your organisation. Intrafocus has purposefully not differentiated between a formal Balanced Scorecard and a more generic Business Scorecard.

“Many of the businesses and organisations we talk to use scorecards to manage their activities. Often they do not follow a formal Balanced Scorecard approach but nevertheless they still achieve highly effective results,” says Intrafocus. “Often we see companies and organisations using scorecards and have found they have intuitively been following Balanced Scorecard best practices.”

Intrafocus has adopted the term Business Scorecard to try and encompass all scorecard usage for the purpose of this survey.

“There are twelve questions in the survey; it will only take five minutes to complete,” says Intrafocus. “We would encourage anyone who uses a scorecard to take the survey, we will of course provide a free copy of the final report to all participants.”

The survey will run from October to December 2013 and the results will be published in January 2014.

For more information about how a Balanced Scorecard can help you in your business or organisation, Intrafocus has produced an informative and very accessible stop-motion video. The Balanced Scorecard methodology has been in use for over 20 years. It is significant in that it forces organisations to consider both financial and non-financial measures.

Intrafocus premium product QuickScore is the only Balanced Scorecard Software formally recommended by the Balanced Scorecard Institute. It provides the means to link strategy to objectives, metrics and initiatives. The sophisticated tracking interface turns metrics into ‘scores’ which are then rolled up to provide a red, amber, green, traffic light assessment for all levels within a company or organisation. This can deliver an at-a-glance health-check for departments, divisions and headquarters.

About Intrafocus:
Intrafocus is a business performance management software reseller and consultancy. Having invested heavily in lighter-footprint performance management software, Intrafocus believe that companies and organisations want easy-to-use web-based tools to examine and manage their performance data more effectively.

## Related Sectors:

Business & Finance :: Manufacturing, Engineering & Energy ::

## Related Keywords:

Balanced Scorecard :: Survey :: Business Scorecard :: Business Scorecard Survey ::

## Scan Me:

## Company Contact:

**Intrafocus**

T. 01962 855655
E. contact@intrafocus.com
W. https://www.intrafocus.com

View Online

**Newsroom:** Visit our Newsroom for all the latest stories:
**https://www.intrafocus.pressat.co.uk**