**Using the Balanced Scorecard Management Control System**

**Management control, balanced scorecard, nonfinancial controls**

Description: This video summarizes the Balanced Scorecard approach and how it relates to businesses. The Balanced Scorecard is a control method used to score a company across four categories: financial, customers, internal processes, and innovation and improvement activities.

Please share your thoughts on the following issues as you watch this clip about the Balanced Scorecard management control system and how it works. *Use with:* <https://www.youtube.com/watch?v=M_IlOlywryw>

1. What is the Balanced Scorecard?
2. Why is it beneficial to balance financial and nonfinancial measures?
3. Why is measuring strategic objectives against targets on a regular basis important?
4. What are the criteria for performance measures?
5. What is the difference between a leading and trailing measure?
6. What are the benefits of using the Balanced Scorecard method?