**Chapter 12 Video Exercise #1**

**Video Title: Performance Evaluation: Balanced Scorecard**

**Video URL:** <https://www.youtube.com/watch?v=JX1mplzUKWU>

**Run Time/Source:** 2.46 Dave Aldridge/YouTube

**Close Caption Available:** Yes

Questions:

1. What are the four perspectives of the balanced scorecard approach to evaluation?

1. How do these perspectives help us?