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Titolo	Agile Strategy Management in the Digital Age : How Dynamic Balanced Scorecards Transform Decision Making, Speed and Effectiveness / / by David Wiraeus, James Creelman
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Nota di contenuto	1 Digital Era Strategy Management: From planning to dynamic decision making -- 2 From Industrial to Digital-Era-based Strategies -- 3 Agile Strategy Setting -- 4 Strategy Mappingin Disruptive Times -- 5 How to Build an Agile and Adaptive Balanced Scorecard -- 6 Driving Rapid Enterprise Alignment -- 7 Aligning the Financial and Operational Drivers of Strategic Success -- 8 Developing Strategy-aligned Project Management Capabilities -- 9 Unleashing the Power of Analytics for Strategic Learning and Adapting -- 10 How to Ensure a Strategy-Aligned Leadership -- 11 How to Ensure a Strategy-Aligned Culture -- 12 Ensuring Employee Sense of Purpose in the Digital Era -- 13 Further Developments, Driving Sustainable Value through Collaborative Strategy Maps and Scorecards -- 14 Conclusion and 25 Key Strategic Questions.
Sommario/riassunto	In a world of rapid and unpredictable change, the problem with

strategic planning is that if you follow your plan through to the end, you will get exactly what you used to want. What you need is a framework for planning and implementing a strategy that is agile enough to adapt to a dynamic environment but focused enough to deliver. That framework is the Dynamic Balanced Scorecard. The original Balanced Scorecard system has proven the most popular, successful and enduring framework for strategy execution over the last 25 years. Comprising a Strategy Map and a scorecard of KPIs, targets and initiatives, the framework helped organizations distil a strategy into actionable components and measure progress towards a strategic vision, while also implementing and monitoring the actions that drove change. However, for all its success, the Balanced Scorecard system now needs to evolve for the digital age. Until now, building the system, rolling it out enterprise-wide and adapting it to external changes has been a lengthy process. While the fundamental principles of the system are still sound and relevant, it needs to become nimbler and more responsive. The book provides a step-by-step guide to agile strategy management: from formulation to implementation to learning and adapting. For each of the steps, the book explains how Dynamic Balanced Scorecards, fit for the digital age, are built and deployed.
