



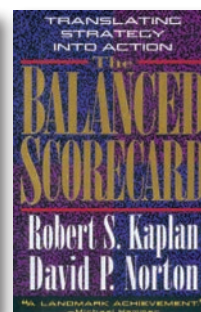
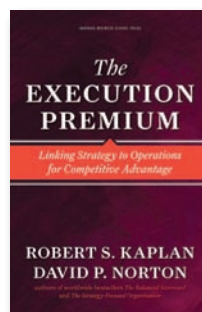
For both countries and companies, intangible assets drive long-term value creation.

Robert S. Kaplan

□ *Creator of The Balanced Scorecard.* □

Creator of the premier performance management system. Tools for clarifying corporate vision and aligning people, business units and resources with a unified business strategy. Seven books, including, most recently, *The Execution Premium*. One of the most valuable speakers on business strategy and leadership today.

Professor, Harvard Business School.



Ahead of the Curve

Leigh
BureauSM
W.ColstonLeigh, Inc.

Phone 908.253.8600
Web www.LeighBureau.com
Email info@LeighBureau.com

Highlights

Few people have contributed as significantly to the art and especially the science of business strategy as **Robert Kaplan**. Business leaders' number one priority is strategy execution and the Kaplan-Norton **Balanced Scorecard (BSC)** management system has become the premier tool for effective strategy execution. This **performance management** system enables business leaders to clarify and communicate their corporate vision and align people, business units, and resources to a unified strategy.

In his research and writing, speaking and consulting, Robert has demonstrated how leaders can link their performance and cost management systems to **strategy implementation** and **operational excellence**.

The BSC approach is also being successfully applied by governments and nonprofits throughout the world to deliver measurable social outcomes, improve transparency, and enhance governance.

His most recent work has developed a new framework for risk management, showing how to integrate risk management with strategy development and implementation.

Robert and coauthor David Norton have written **five landmark books** on BSC, describing how it works and outlining best practices for its implementation.

His most recent book, *The Execution Premium*, helps business leaders successfully execute their business strategy for measurable benefits.

Together, these books have **transformed the business strategy landscape** and made Robert Kaplan one of the most valuable speakers in the fields of business strategy and leadership.

Robert Kaplan is Baker Foundation Professor at **Harvard Business School** and a former Dean of the Graduate School of Industrial Administration, Carnegie-Mellon University.

The Books

The Execution Premium describes a systematic and proven framework for achieving the financial results promised by your strategy—how to link strategy to operations, continually guide strategy execution and updating the strategy in light of changing circumstances. It introduces the new Office of Strategic Management for facilitating successful strategy implementation.

The Balanced Scorecard: Translating Strategy into Action—the seminal book on the tool that dozens of companies worldwide have embraced for achieving long-term growth. Winner of the 2001 Wildman Medal from the American Accounting Association for its impact on practice; in 22 languages.

The Strategy-Focused Organization describes how to make strategy a continuous process owned by everyone throughout the organization. Best international business book for 2000, Cap Gemini Ernst & Young.

Strategy Maps offers a powerful new visual tool for aligning processes, people and IT to strategic outcomes. One of top 10 business books of 2004 by *strategy+business* magazine and amazon.com.

Alignment applies the Balanced Scorecard to corporate strategy, aligning business units (often poorly-coordinated) with headquarters' long-term goals, using an Office of Strategic Management.

Dr. Kaplan also co-developed Activity-Based Costing, a revolutionary approach to determining the underlying economics of a business, which he describes in his books *Cost & Effect* and, more recently, *Time-Driven Activity-Based Costing*.