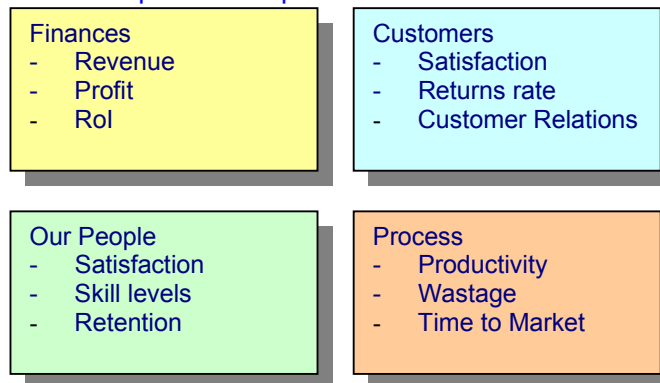


## Personal Scorecards

I came up with the idea of “Personal Scorecards” in 2000, by adapting the idea from the “Balanced Scorecard” or “Corporate Scorecard”. Balanced Scorecards were introduced into big companies and were developed in response to two principles; 1. Just focussing on one thing (i.e. financial performance) doesn’t ensure corporate durability, and 2. What gets measured, gets done.

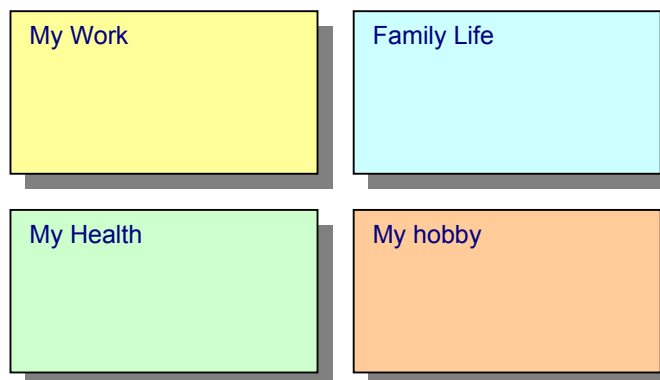
Rather than measure just financial performance, the scorecard looks at several key areas (usually 4). Within those areas you can set an aspirational statement, and then some appropriate measures and targets. Then you periodically check in against those measures. It’s more or less as simple as that.

### Example of a Corporate Balanced Scorecard



**Personal Scorecards** You can see the idea can be adapted to almost anything, and certainly can be used to help you identify important areas to work on, then come up with a statement of intent, then some measures. These measures can be very precise or more general, whatever seems appropriate to you.

**Identify Areas:** Here is an example of a personal scorecard, the first step is to build it up from identifying the areas you want to work on. Remember it doesn’t need to be 4, it could be less or more. However, I think that going over 6 would be too much to work on at once, better to pick 4 areas to start with and then work on the remaining two after.



In this example I have work/career, family life, health and hobbies. Other common headings would be social life, romantic life, or spiritual life. What would be the areas you would like to transform or improve in your life?

**Aspirational Statement, Measures & Targets.** Now, let's create one of those "aspirational statements". It should come from the heart, don't censor it (after all you don't have to show it to anyone). For our example, for Health it might be "*I will feel good and feel that I look good*". Having got your aspirational statement out, think about what that might need to do to achieve it. Have a think about what measures you want and targets. You could put a top-level measure as being your weight, with a target of "Lose 10lbs by 1<sup>st</sup> May". Unfortunately identifying your weight as one of the key things that will make you feel healthier and setting a target for weight loss isn't enough! Under this target you need to set some actions and targets like;

- *Action 1 - Climb stairs at work rather than lift (measure number of times I climb the stairs - target 1 time a week first week, 2 times second week...)*
- *Action 2 - Number of Take Aways per week (target 1 a week).*

And so on...

You may find that some aspirations are harder to crack. For example if you had "Promoted to 2<sup>nd</sup> Level Management in 1 year" the measures and targets seem less obvious. But having made that aspirational statement, you have time to reflect. You might decide that although you don't know what you need to do, you could get some pointers by talking to you boss or HR. They might tell you that you need to have a better understanding of the commercial aspects at the more senior level, and that you need to be able to handle difficult staff matters better. From the whole exercise you may then start to create a development plan to visit Finance and to get some advanced staff training.

These examples are rather wordy, I've done that to try and illustrate how the technique works through.

**Measurement** Ok, you have everything set up. Depending on what you are measuring, measurement could be monthly, weekly, even daily. And if you want something visual there is nothing wrong with printing the scorecard off and ticking targets or sticking on stars!

### **Top Tips**

- Don't make your Scorecard over complex, or you won't have any energy left for the real work of achieving your targets!
- But don't make it too simple so that you have targets but no idea how to achieve them, ie "*here is a target and some miracle happens here and I achieve it*"
- Make sure you can easily do the measurement, if measurement is difficult find an alternative, even if it is only an indirect measure.
- Set appropriate periodicity for your measurement. To use the example of weight, if you measure 3 times a day that's too much, if you only measure once a month you're likely to drift from target.
- Hire a coach to work with you on this – a coach can work with you on construction of your Personal Scorecard, appropriate measures etc and then help you with your achievement strategy as well as cheering you on as you make progress and helping tackle you any barriers.

**Finally:** I hope this has giving you an idea of how to use Personal Scorecards. If you have any queries or comments please e-mail me. I'll do my best to answer and add any bits that seem to be missing into future versions of this material for other readers. Please respect my copyright on these ideas. You are free to print off and use the material for yourself. If you are a coach and you intend to use this for your own clients please contact me; [mark@inspiringchanges.com](mailto:mark@inspiringchanges.com)