

Strategy2Act – Introduction

Introduction

Strategy2Act is a balanced score card (BSC) support software. It was designed to help building balanced score card.

Balanced Scorecard is a conception that transforms strategy to action. Balanced Scorecard is a set of principles that facilitate the understanding of business strategy and goals. BSC is a methodology that converts strategy into real action.

Strategy2Act software is a tool that supports building a Balanced Scorecard system for a company, department or for a sole person. This program helps to build a system that will make it easy to go from strategy to action.

With Strategy2Act you can build a strategy tree of your company. As follows from BSC experience, the four perspectives are most important: Financial, Customer, Internal business processes and Learning. With Strategy2Act you can use these perspectives or create your own.

For every perspective item you can add a related goal. For instance, for Customer perspective the related goals are Response Time and Support Quality.

The Strategy2Act has a balance function, so you can specify what perspectives and goals are most important for your company now.

Strategy2Act will help you to measure your performance. For every perspective and goal you can write a note telling what this goal is, how to measure it and what target values are you going to archive.

Once the strategy tree was created, you can add a scorecard. Scorecard allows to analyze some solution in terms of your strategy. Balanced Scorecard system connects the new solution or goal with your strategy.

You can rate a new solution and put down your comment or related ideas. Strategy2Act program shows the total score of a new improvement, so you can decide whether to start working with this solution or other one.

Strategy2Act has a wide reporting ability. You can generate a report containing only strategy tree or score card. You can save the report as an Excel file for further analysis.

The Strategy2Act program is a well designed support system for Balanced Scorecard conception, that helps to realize company's strategy and achieve it's vision.

Get Strategy2Act

You can download the fully-functional evaluation Strategy2Act from www.strategy2act.com

Order Strategy2Act

For ordering information, please, visit www.strategy2act.com/ordering.htm



Get started with Strategy2Act

Sample Project

The first thing we'd like to recommend is to open a sample project. You will find it in a "sample-projects" folder in a program's directory.

Ideology

The next step is understanding the ideology of the program and of the Balanced Scorecard (BSC) conception.

With Strategy2Act you can create a Balanced Scorecard using three tools:

- **Strategy Tree.** Use Strategy Tree to describe the strategy, mission and vision;
- **Scorecard.** Use is to analyze some solution or to put your ideas about the strategy goals as they exists today;
- **Reports.** Use reports to have a Balanced Scorecard documents, such as Strategy Tree and Scorecard for some solution;

What "balanced" means

"Balanced" means that the perspective in your strategy tree must be balanced by their weights. For instance, if you have four perspectives, then you must declare what what is the importance of every perspective.

When use a Scorecard

Scorecard is a powerful tool, that help to make a decision based on your strategy, mission and vision. There are many ways to use scorecard. We suggest a "Solution-Scorecard-Strategy" model:

- **Solution setup.** You have some solution. You want to find out if it matches your strategy, mission and vision. You can create a scorecard for this solution, specify the name and the description of this solution.
- **How does solutions acts on strategy goals.** Then you can set some scores, which will show how good does this solution affects on goals in Strategy Tree; For instance, how good "On-line promotion project" (solution) is for "Improving Customer Support" (goal from Strategy Tree). The answer is 4 of 10, and the comment text you specify might be: "Applying on-line promotion we will be able to learn quickly customers' needs". Then you can rate all other goals in Strategy Tree.
- **Business response.** Once the job is done, you can go to the Scorecard properties ("Edit Scorecard properties" command in Edit menu) and put there your business response. For instance, you can recommend this solution in some way.



Obtain support

If you have a question about Strategy2Act then you are in a right place.

First we'd like recommend to browse AKS knowledge base, represented on Strategy2Act web site. Please, visit Strategy2Act and try to find the answer to your question in *Support* (<http://www.strategy2act.com/support.htm>) and *Solutions* (<http://www.strategy2act.com/solutions.htm>) section.

There are two ways to contact us:

- **Send a feedback from the program.** Run Strategy2Act, then select *Feedback* command in the Help menu. Strategy2Act will open you default mail client and write a e-mail to us at support@strategy2act.com .
- **Send a feedback using web-form.** You may visit support page on-line <http://www.strategy2act.com/support.htm> and fill feedback form. Please, let us know the version of Strategy2Act you are using now.

You will have an answer in 12 hours. Learn more about how do our support service operates on http://www.strategy2act.com/support/aks_support_service_description.htm

Purchasing

How to register Strategy2Act

Please, go to Strategy2Act ordering page: <http://www.strategy2act.com/ordering.htm> and learn available license and pricing options. Click "Buy Now" link, which will bring you to ordering page.

How to enter registration code

You should copy and paste registration code into registration box of Strategy2Act. Run the program, and then go to the Help menu. Select "Enter registration code..." command. Copy and paste registration code and click OK button.

