

# Balanced Scorecard Terminology Architecture and Definitions

## Operational Definitions (2)

**Initiative** – the first of a series of actions or readiness to embark on a bold new venture

**Measure** - How much there is of something you can quantify

**Target/Milestone** – The goal to be attained at a certain point in time for a particular measure

## Operational Definitions (1)

**Vision** – the formation of a mental image of something that is not real yet

**Destination** – the place designated as the end of a race or journey

**Strategy** – an elaborate and systematic plan of action

**Objective** – the goal intended to be attained (aim (noun), object, target or outcome)

**Strategic Objective** – an intended goal of an elaborate and systematic plan

