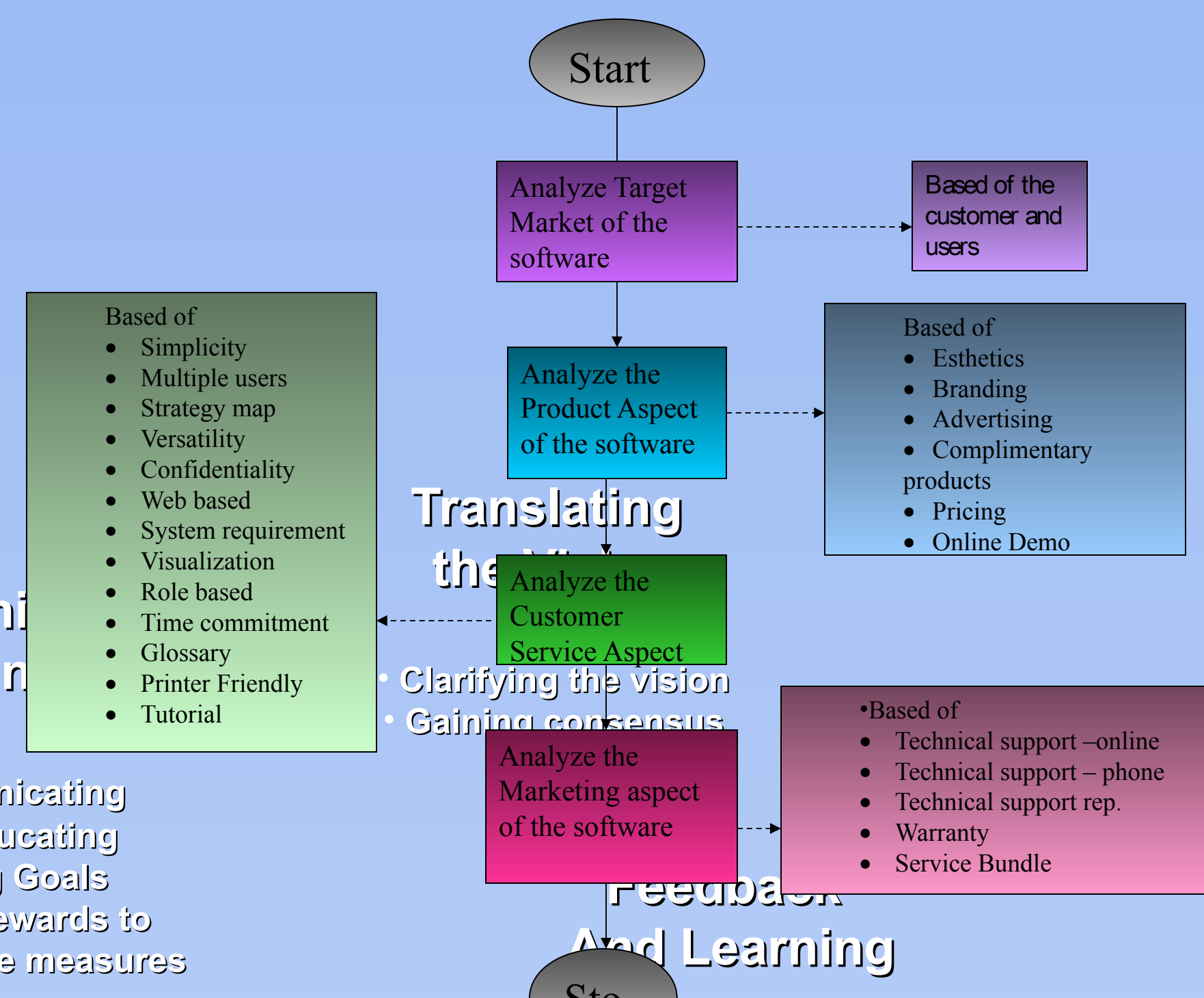


# Strategic Management System

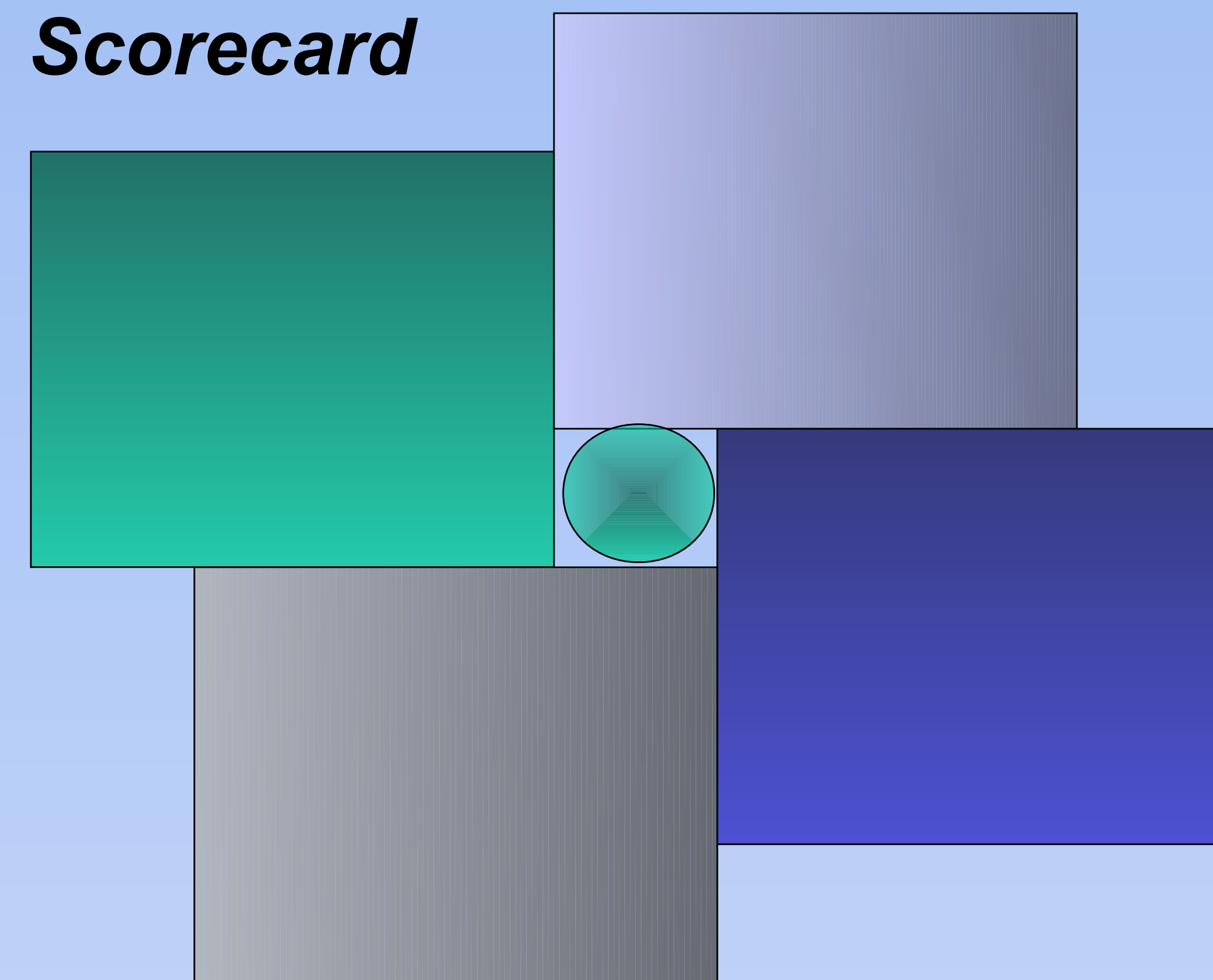
## Analysis Process



## Background

With the capabilities of the BSC as a framework for implementing and managing strategy, in addition to the Kalidonis model developed by Dr. George Kalidonis, the Strategic Management System was developed. Besides the four inter-related perspectives used by the BSC, the SMS software also includes vision and mission( refer to Figure2). This semester, the SMS software is going to be more conducive to customers. Therefore, users without any background or business background will find this software easy to use.

## The Balanced Scorecard



## Updated Version of SMS

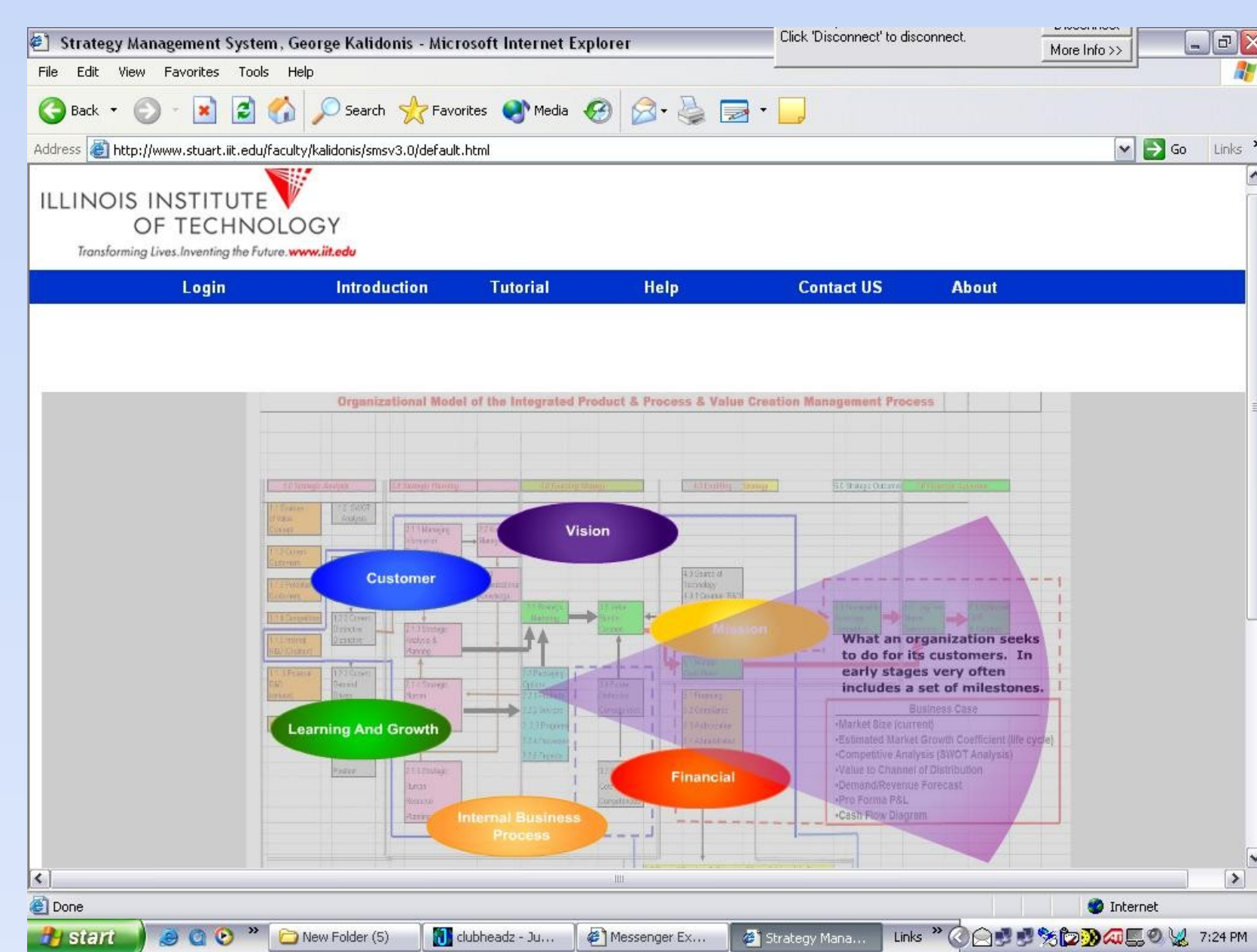


Figure1. SMS Version 1.0

Interface Redesign  
Increased Efficiency  
Dynamic Content  
More User-friendly System  
Enhanced GUI  
Content Wizard  
Increased Reliability

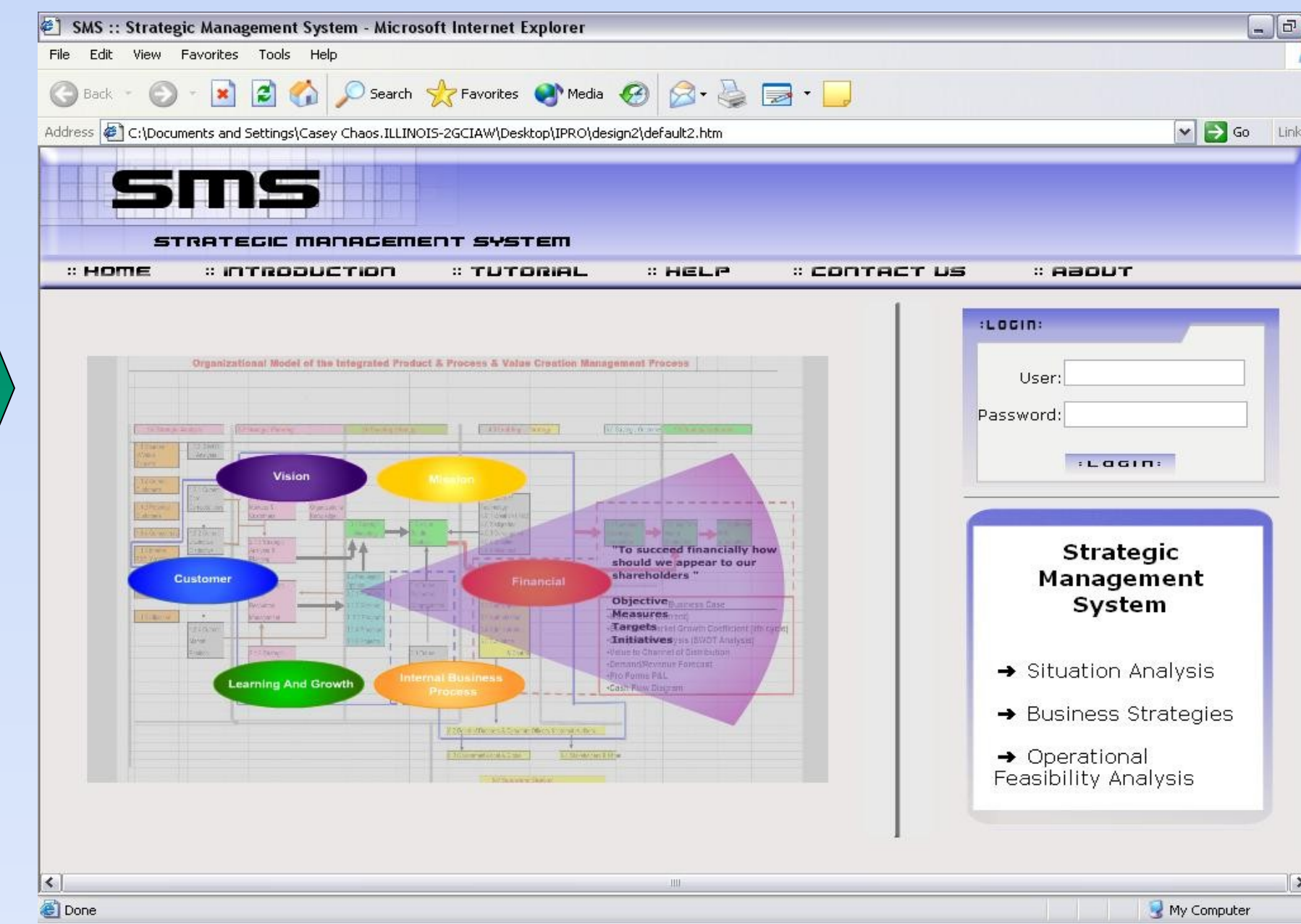


Figure2. SMS Version 3.0

## Conclusion

- Progress**
- Technical improvements on Software
  - Understanding of non-profit organization
  - Refined the market position of SMS

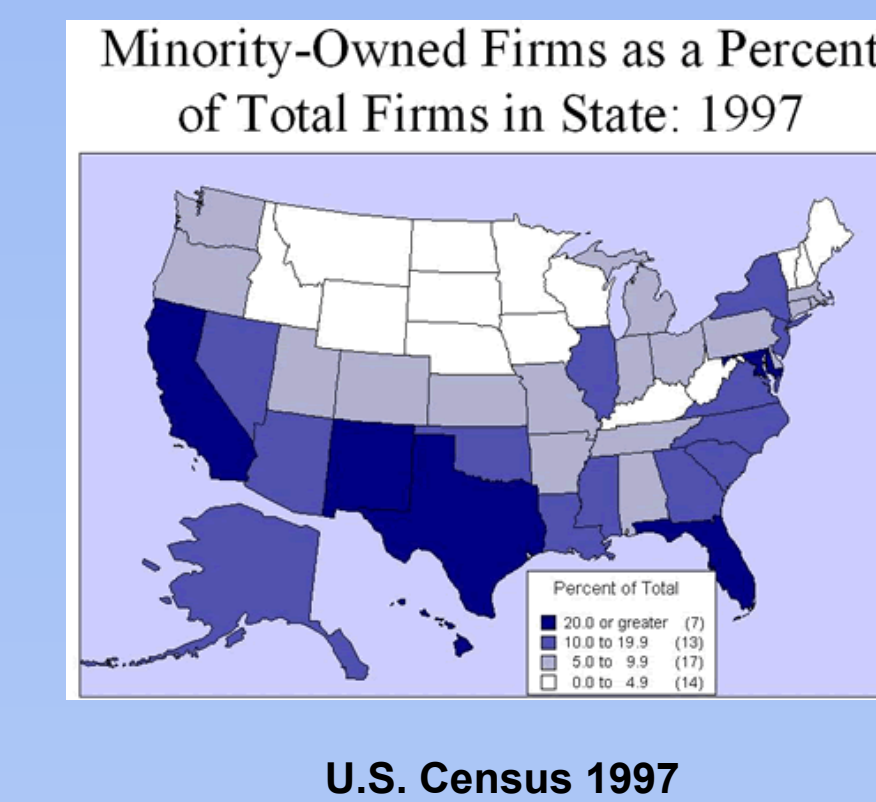
### Looking Ahead

- Develop an algorithm that can generate the strategy map with simple, remarkable and useful figures and numbers
- Improve the applicability of strategy
- To begin offering consulting, training and seminar, formulate educational handout, and market the SMS software

## A Non-Profit Case Study

Minority Business Development Group

- What services do they provide?
- Business Financing
  - Contract Procurement
  - General Business Consulting
  - Management Development



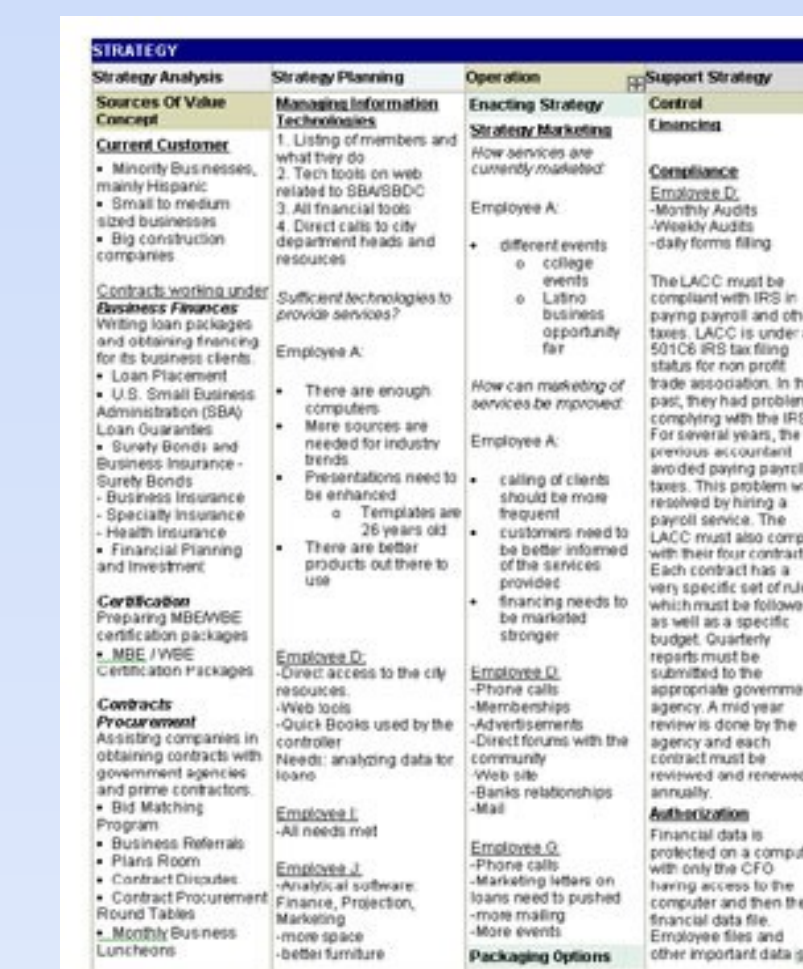
U.S. Census 1997

## Case Study Objectives

- Organization and Strategy
- Access their strategy and company structure
- Problems and Solutions
- Discover problems with their strategy
  - Suggest Initiatives to solve problems
- Potential Revenue
- Offer an analysis of a potential service that can be used as an additional revenue stream

## Strategy Map

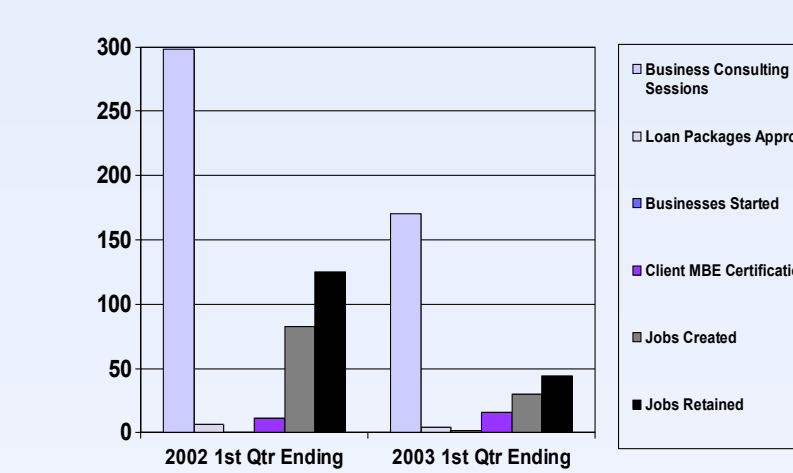
- Development Process
- Interviews staff and management
  - Analysis of public documents
  - Observational Analysis
- Usage
- Provides strategy analysis
  - Adding in revising policies
  - Potential use to develop new strategy



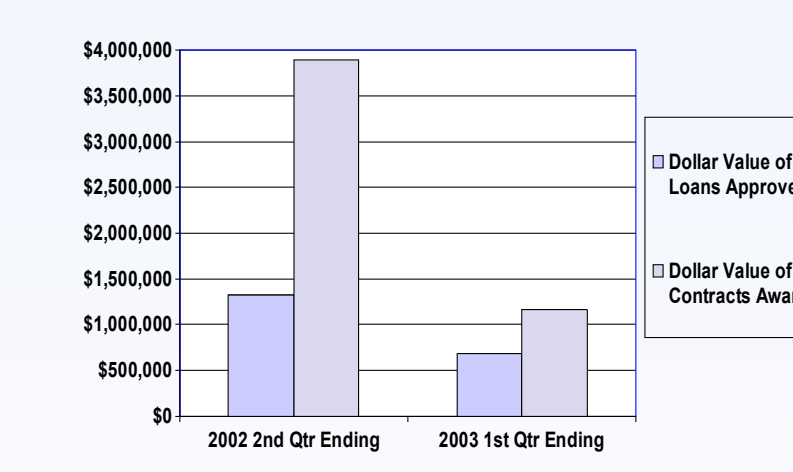
SMS strategy map

## Assessment Report

- Problems Identified
- Environmental and Communication Issues
  - Inexperience and lack of motivation
  - Financial & Productivity Decline
- Suggested Solutions
- New revenue streams
  - Stress Value bundles



Productivity Report



Finance Report