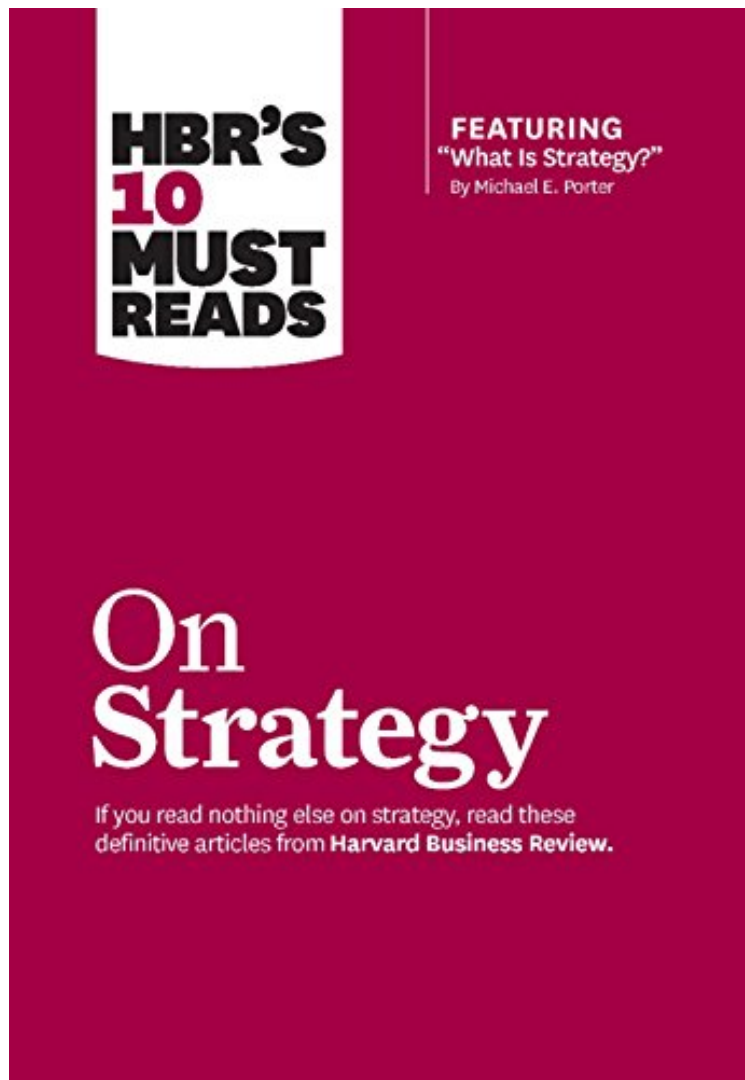


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- Use the Balanced Scorecard to measure your strategy
- Capture your strategy in a memorable phrase
- Make priorities explicit
- Allocate resources early
- Clarify decision rights for faster decision making

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