



Corporate Performance Management: Integrating Balanced Scorecard, Rewards and Recognition to Drive Value

Bob Paladino

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In this seven page article you will learn about four primary barriers contributing to companies failing to implement their strategies. The case study on award winning Crown Castle International (NYSE CCI) will provide an introduction to strategy maps and balanced scorecards, elements of a total rewards program, successful position profiles, compensation and Crowning Achievement recognitions. As former SVP Global Performance in the Office of the CEO, I was honored then to collaborate with my colleagues and help Crown earn 1) the Balanced Scorecard Hall of Fame Award, 2) APQC Best Practice Partner Award and 3) Wall Street Journal Top 20 Most Improved in Shareholder Value annual recognition. I hope you find this article useful to your organization. (Article fewer than 4,000 words)

Key Topics: CPM * Corporate Performance Management * Strategy * Strategy Map * Balanced Scorecard * Balanced Scorecard Hall of Fame Award * Rewards and Recognition * Best Practices * Shareholder Value

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