

Balanced Scorecard Journey



SunCity adopts the Balanced Scorecard (BSC) method as a key instrument in identifying goals, measuring and monitoring financial and non-financial performances and, ultimately, reporting achievements that relate to shareholder interests. By refining the BSC, SunCity is able to create innovative ideas that result in new improvements and greater achievements.

SunCity's BSC is a strong performance driver. It communicates SunCity's strategic directions and goals, cascades down and makes them accessible to all employees. This will promote employees' focus on SunCity's core value proposition and deliver results accordingly.

The Scorecard:

- Identifies key performance attributes that SunCity must succeed in to achieve its goals
- Allows monitoring of ongoing performance through a range of key measures which recognises achievements and identifies weaknesses that are translated into opportunities to improve performance
- Communicates performance results across the whole organisation to support ongoing planning

Since SunCity began its BSC journey, it has strengthened its reporting of accomplishments and shortfalls and identification of areas requiring improvement. This objective and balanced approach to performance management and reporting, enables SunCity to learn from its successes and shortcomings, and enhance its performance.