

## Perspectives

(Redirected from [perspective](#))

Perspectives are the organizing framework for describing the common management disciplines. A Balanced Scorecard for a for-profit organization typically has four **perspectives**:

- **Financial Perspective**
- **Customer Perspective**
- **Internal Perspective**
- **Learning & Growth Perspective**

Non-profit and government organizations typically introduce a fifth perspective for **Mission Perspective**. They may also reorder the perspectives to reflect their relative importance:

- **Mission Perspective**
- **Customer Perspective**
- **Internal Perspective**
- **Learning & Growth Perspective**
- **Financial Perspective**

The perspectives, when taken together with cause and effect linkages identified, permit a complete view of the strategy and “tell the story of a strategy” in a clearly understandable framework.

In unique circumstances, organizations may include a customized perspective in addition to the four listed above.

**Categories: Definitions | Elements of a BSC**