



# The Institute Way: Simplify Strategic Planning and Management with the Balanced Scorecard

*Howard Rohm, David Wilsey, Gail Stout Perry, Dan Montgomery*

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The Institute Way outlines a practical step-by-step process to formulate and execute strategy in business, government and not-for-profit organizations. The book details how to manage and adapt to reach a higher level of performance using a methodology that blends strategic planning, performance measurement and change management into a simple, disciplined framework that's easy to build and communicate. The publication is the brainchild of the Balanced Scorecard Institute, an organization that provides professionals with the tools to engage the entire organization in building and deploying a strategic management system. The book also details how organizations can manage and adapt to change in order to reach a higher level of performance. The book is based on the Institute's 15-year experience training and certifying balanced scorecard practitioners and helping clients build and deploy strategy management systems based on the balanced scorecard framework. The book is authored by four Institute officers. Howard Rohm, Co-Founder and CEO, is the original creator of the Institute's Nine Steps to Success™ balanced scorecard framework; David Wilsey, Chief Operating Officer, manages BSI's business operations and supports all business lines. Gail Perry, Vice-President of Strategic Solutions, leads business development and international programs; and Dan Montgomery, Senior Associate. The Institute Way is more than a strategic planning approach, more than a strategy execution approach, more than a strategic performance scorecard, more than a change management tool, and more than a way to prioritize initiatives - it is the integration of these different elements in a simple, disciplined framework that is easy to build and use to communicate strategy clearly to everyone in the organization.

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