



## FOR IMMEDIATE RELEASE

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### **Balanced Scorecard Institute Presents Susan G. Komen for the Cure with Award for Excellence**

*The Balanced Scorecard Institute named Susan G. Komen for the Cure as a winner of the 2007 Award for Excellence. This prestigious award recognizes outstanding organizational performance in strategy management, alignment, and execution, resulting from a strong commitment to become a more strategy - focused organization built on strategic thinking, engaged leadership, performance analysis, and continuous improvement.*

Cary, NC- December 31, 2007 – A “promise map” of a world without breast cancer, an extraordinarily well designed and executed plan, and a pledge to invest a billion dollars in breast cancer research to discover the causes and cures for the disease and community outreach programs, especially for underserved women, have earned Susan G. Komen for the Cure the inaugural Award for Excellence from the Balanced Scorecard Institute in Cary, NC.

In announcing this year’s winner of the Institute’s highest honor, Executive Director Howard Rohm recognized “the exemplary passion and involvement of the many dedicated people of Susan G. Komen for the Cure who implement the Balanced Scorecard Institute’s unique strategic planning and management system.”

Komen is on a fast track to accomplishing its ambitious goal of investing more than \$2 billion over the next decade to save lives and end breast cancer forever for all. But working together to ultimately reach a huge, shared vision – a world without breast cancer – is a daunting challenge.

Even Komen’s director of strategic planning, Janet Harrison – whom Rohm calls “a champion’s champion” – had some concerns about the chances of achieving success. Harrison explained, “When we engaged our people in the planning process, lined up our vision, our promise, and our core values with our strategic objectives, we built a very strong foundation. Now I believe we will reach and even exceed our goals.”

Rohm noted that Komen, the world’s single largest source of nonprofit funds dedicated to curing breast cancer at every stage, courageously embraced the principles of engagement, participation and openness. As they demonstrated a willingness to tackle tough issues – making excellent strategic choices at every step of the process – they also made huge strides in their quest to end breast cancer forever.

“We couldn’t have done it without the Balanced Scorecard Institute’s detailed directions charting our course – what we called building our ‘promise map’ – and their sustained attention guiding us to consistently focus on our vision,” added Harrison.

The Balanced Scorecard Institute chose Susan G. Komen for the Cure as its inaugural award recipient because, said Rohm, “in translating plans for the future into actions for today, this organization has done everything right. Using our balanced scorecard *Nine Steps to Success*<sup>TM</sup> Planning and Management System, Komen built an enduring framework for profound transformation, guaranteeing future success.”

Harrison concluded, “Susan G. Komen for the Cure is so honored to receive the Balanced Scorecard 2007 Award for Excellence. When we Discover and Deliver the Cures – our ultimate strategic objective – it will be due to the unflinching commitment to excellence by many, many people, certainly including our team at the Institute!”

### **About Susan G. Komen for the Cure**

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever. That promise launched the global breast cancer movement now called Susan G. Komen for the Cure. Today, Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, the organization has invested nearly \$1 billion to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800-I'M-AWARE.

### **About the Balanced Scorecard Institute (BSI):**

The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard and performance measurement and management training, certification, and consulting services to government, nonprofit, and commercial organizations. Services include public and on-site courses, facilitation and consulting services, and information and tools used by executives, managers and analysts to transform their organizations into "performance excellence" organizations. The Institute's website, [www.balancedscorecard.org](http://www.balancedscorecard.org), is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. The Institute's *Nine Steps to Success*<sup>™</sup> balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a disciplined framework for helping organizations achieve higher levels of performance.

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