

Balance2Grow™

A balanced approach for planning and executing winning strategies will provide Retention, Revenue & Growth



This performance management process utilizes a balanced scorecard developed specifically for community financial institutions to align business activities with strategy and measure performance against goals.

Balance2Grow™ translates vision and strategy into the programs, services and activities performed by departments and individuals - ensuring that all employees clearly understand how what they do on a daily basis supports the bank's overall goals. It provides customized financial and non-financial performance measurements based on your financial institution's strategic goals.

The scorecard is a tool for all employees and planners to proactively review progress and develop actionable tactics to support the company strategy. MarketMatch will also provide company-wide training on how to properly utilize the scorecard, develop scorecard goal suggestions, and create procedures for collecting non-financial scorecard data.

What makes Balance2Grow™ unique?

Designed specifically for community financial institutions

- Creates clear accountability
- Utilizes proprietary balanced scorecard
- Direct link to balance sheet items
- Focuses on attainable objectives
- Proactive management tool



Give us a call...937.832.7894 and see how Balance2Grow™ can work for you.

Balance2Grow™



www.MarketMatch.com