

Palladium Balanced Scorecard Hall of Fame Inducts Four Leaders of Business Excellence at 2009 Palladium Group EMEA Summit

Bahrain Electricity & Water Authority, Bahrain Ministry of Works, Borusan Lojistik, and Dubai Municipality Lauded for Breakthrough Performance Results

BARCELONA and BOSTON, MA – 3 June 2009 – Palladium Group, Inc., the global leader in helping organizations execute their strategies by making better decisions, today named four organizations to the Palladium Balanced Scorecard Hall of Fame for Executing Strategy™ – [Bahrain Electricity & Water Authority](#), [Bahrain Ministry of Works](#), [Borusan Lojistik](#), and [Dubai Municipality](#). The award recipients were recognized for their measurable business results during today's hall of fame presentation ceremony at the [2009 Palladium EMEA Summit](#) in Barcelona, Spain.

The award represents the achievement of business excellence using the Balanced Scorecard, the world's predominant performance management philosophy that is based on the simple premise that "what gets measured is what gets done." Created by Palladium Group co-founders Drs. Robert S. Kaplan and David P. Norton, the Balanced Scorecard is also a performance management philosophy and system that links strategy to operations. The Balanced Scorecard continues to receive recognition as a strategic management tool that leads to improved shareholder returns. This year, [The Balanced Scorecard](#) was featured in ["The 100 Best Business Books of All Time."](#)

"The current economic storm has blown many organizations off course and even driven some of the world's most venerable institutions to bankruptcy," said Robert L. Howie Jr., Managing Director of Palladium and Director of the Hall of Fame program. "Organizations using the Balanced Scorecard methodology are well equipped to weather today's business climate by continuously measuring business performance and providing senior executives with the insight required to shift operations rapidly to capitalize on new opportunities and reduce exposure to emerging risks."

Launched in 2000, the [BSC Hall of Fame Program](#) features 124 inductees including Hilton, Motorola CGISS, and Ricoh Corporation that span private- and public-sector organizations located in more than 20 countries. Organizations are selected based on their implementations of the Balanced Scorecard and demonstrated results during a two-year period.

Bahrain Electricity & Water Authority

One of the largest and best run government agencies in Bahrain, the Electricity & Water Authority provides these critical services to nearly one million people. EWA's 3,500 employees in 17 locations live a customer-centric culture, allocate resources effectively, and focus on performance and results. Revenue is up 22% in 2 years, while production costs have fallen by an average of 18%. Spare water capacity is up 50%, spare electricity capacity up 81%. Customer service is also up, water quality improved, employee productivity increased. An Office of Strategy Management provides a center of excellence to manage by strategic theme. "The roadmap towards excellence has become a reality thanks to the Balanced Scorecard," says Dr. Abdulmajeed Ali

Alawadhi, Chief Executive. “With a clear vision, well articulated implementation, successful alignment, and motivated employees, our success will be sustainable.” The EWA is the first Bahraini organization to be inducted into the Hall of Fame.

Bahrain Ministry of Works

The Ministry of Works, Kingdom of Bahrain is responsible for this island country’s infrastructure and capital asset formation. It is a driving force in realizing Bahrain’s national strategy embodied in Vision 2030 which seeks social, economic, and democratic transformation. The Ministry’s leadership commitment, employee awareness, and governance to link strategy to operations are exemplary. In one year on-budget projects increased from 23% to 86%, and in four years the projects’ value increased 10 fold with basically the same number of staff. The Ministry’s reputation in the press went from one of the bottom three to one of the top three Bahraini ministries. “The Balanced Scorecard system has been instrumental in driving outstanding and quantifiable performance improvements across the Ministry,” says Minister Fahmi Bin Al-Jowder. “Our strategic learning has become a core organizational capability that is driving further breakthrough performance.” For the Ministry, it’s not the strategy but the execution that counts.

Borusan Lojistik

Turkey’s leading logistics company, Borusan Lojistik—part of \$3.5B Borusan Holding—had the foresight to see the economic downturn coming, and acted early to prepare. They adopted the five principles of a strategy-focused organization with impressive pre- and post-BSC results: revenue up five fold, profits almost seven fold, a near-tripling of market share, and customer satisfaction up 42%. “Management has created long term value and made extensive use of the BSC as part of the DNA of our culture.” said Agah Ugur, CEO of Borusan Holding. Adds Kaan Gurgenc, General Manager of Borusan Lojistik, “The BSC has helped us keep a step ahead of our competitors, even in a slow economy. We think that when uncertainty is rampant, the BSC—which we use as a management tool from the formulation of our strategy to its execution—gives us a greater competitive advantage than ever before. Those who do not understand the wisdom that lies behind our performance and our speed call us ‘lucky’. We will continue to be ‘lucky’ by executing our strategies.”

Dubai Municipality

Dubai’s diverse economy and signature skyline in recent years has earned it iconic status as a center of prosperity and the largest city in the United Arab Emirates. The rapid pace of change and transformation has made visionary strategy and creative planning essential to continued success. Dubai Municipality has met that challenge with an automated strategic management system that mirrors its electronic delivery of citizen services. Since introducing the Balanced Scorecard, revenue is up 25%, excess revenue over expenses is up 18%, citizen satisfaction has improved ten percentage points, and complaint resolution has improved by a factor of four. “We continue to develop, improve, and diversify constituent services by planning, designing, building, and managing the municipal infrastructure that a great city such as Dubai requires,” says Hussain Nasser Lootah, Director General. “We have followed a scientific methodology, the Balanced Scorecard, to efficiently track the progress of our plan and align the organization around it, thereby achieving Dubai’s strategic plan as set by His Highness Sheikh Mohammed

Bin Rashid Al Maktoum, Vice President and Prime Minister of the U.A.E, and Ruler of Dubai.”

About Palladium Group, Inc.

Palladium Group is the global leader in helping organizations execute their strategies by making better decisions. Our expertise in strategy, risk, corporate performance management, and business intelligence helps clients achieve an execution premium. Our services include consulting, conferences, communities, training, and technology. Palladium’s Balanced Scorecard Hall of Fame for Executing Strategy™ recognizes 124 organizations worldwide that have achieved outstanding execution premiums. Visit www.thepalladiumgroup.com

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