



The Balanced Scorecard Institute (BSI) to Appear on 21st Century Television with Donald Trump Jr.

BSI Co-Founder and CEO, Howard Rohm, and Vice President of Strategic Solutions, Gail S. Perry, will appear on Bloomberg TV in an interview with Donald Trump Jr. at 21st Century Television. They will discuss how the Balanced Scorecard Institute and their strategic management framework help organizations improve strategy execution and performance.

BSI Co-Founder and CEO, Howard Rohm, and Vice President of Strategic Solutions, Gail Stout Perry, will appear in an interview with Donald Trump Jr. at 21st Century Television, where they discuss how BSI helps organizations align strategy and communications with executable tactics using the Nine Steps to Success balanced scorecard framework.

The interview focuses on the Nine Steps to Success framework and how the approach connects the dots from strategy to implementation by linking strategy to employee alignment and operations and providing methods for execution and implementation.

Perry pointed out how the BSI method also helps engage leaders and staff to get them on the same page to provide the where and why of how people fit in and contribute, stating: "The BSI approach focuses on engaging leaders and staff – getting them on the same page, both literally and figuratively. This provides the where and why of how people fit in and how they can contribute. We seek to connect the dots from strategy to implementation."

Rohm emphasized how the methodology tied all of the pieces together, adding: "We've taken years of success at developing balanced measurement systems that identify drivers and performance measures. We explain in our new book, [The Institute Way](#), how we apply strategy at the front end, align operations with strategy, and provide methods for execution and implementation. We call that our Nine Steps to Success; it's a holistic, unified approach to strategy and operational planning that can benefit any organization of any size and in any sector."

Vice President of Programming for 21st Century television, JL Haber, expressed his excitement about the coming program. He stated, "Our viewers will find this insightful discussion of a proven, disciplined approach to transformational strategic planning useful and motivating, precisely the material we seek to provide."

This interview will be broadcast on July 20 at 6:30PM EDT on Bloomberg TV in the U.S. For air times in various countries around the globe, check your [local listings here](#). A recording of the interview will be available on BSI's website (www.balancedscorecard.org).

About the Balanced Scorecard Institute:

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, non-profit, 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 Balanced Scorecard Institute has trained more than 7,000 participants worldwide.



BSI's website-- www.balancedscorecard.org --is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. BSI's Nine Steps to Success™ 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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