

The Strategic Scorecard Self Assessment

Why Strategic Balance is Important

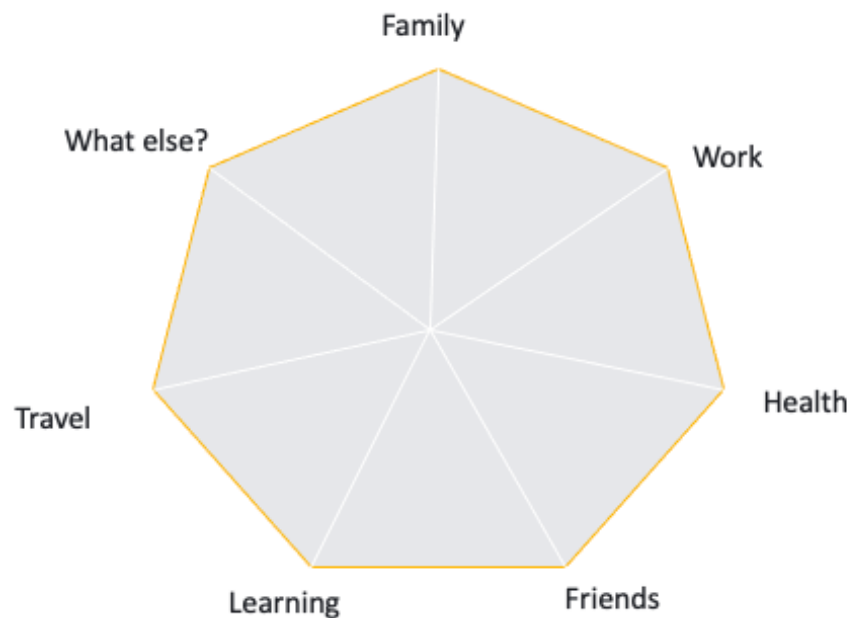
Most professionals spend their time delivering the technical and operational aspects of their jobs, without stepping back to consider a wider strategy for their longer term success. A more strategic approach to your work can help you:

- Focus more on the things that are important to you
- Build confidence as you spend more time on things that matter
- Create value for the longer-term success of your practice
- Give back time for personal development, family, or managing your health
- Manage stress and burnout

Yet many professionals do not take the time to think strategically about their business, including medical professionals and surgeons. This self-assessment will help you take some first steps in this direction.

Start With The Big Picture

Executive coaches and trainers know that high performance is the result of a holistic approach to personal and professional life. There are many frameworks for building this holistic strategy, a good example being the Strategic Scorecard shown below.



Considering Multiple Success Factors

The Strategic Scorecard starts with the important question: What is most important to me? You need to answer this question both personally and professionally, taking the time to reflect deeply on how you spend your time, what choices you make, and separating out meaningful and value-adding activities you could focus on from, aside from the daily routines that may seem important but create little real long-term benefits.

To identify your most important personal success factors, ask yourself: “*What is most important to me in my personal environment?*”

Examples could be:

- Physical health and exercise routines
- Mental health and mindfulness routines
- Time with friends
- Proximity to family
- Time to read or study
- Time to reflect and plan
- Travel, culture or art

To identify your most important professional success factors, ask yourself: *What is most important to me in my professional environment?*

Examples could be:

- Adequate resources, space and equipment to deliver high quality patient outcomes
- Colleagues and a team around you that ensure high quality medical services
- Professional development opportunities such as training, workshops or study
- A professional network to share ideas and maintain your knowledge
- Building your career and reputation
- Financial success (as defined by you)

Creating Your Strategic Scorecard

You can now create your Scorecard based on the factors you have identified. A typical Scorecard might have between 6-10 factors. Less than this and it is likely you will be missing some important aspects of your work or personal life to work on. More than this and you will probably struggle to focus action.

Now mark each line from 0-5 from the center to show what your current level of satisfaction is for each: 0 = “totally unhappy” to 5 = “completely satisfied”.

Connect the dots to form a “spidergram”. You can shade the area within the shape if helpful. Now calculate your Strategic Scorecard as the % of your total possible scores out of 5. The higher the percentage score and larger the area covered, the stronger your Scorecard is.



In the example above we have 7 areas with scores for Work, Health, Friends, Learning, Travel, Other and Family of 3+4+4+5+1+3+2= 22 so 22/35 = 63% Scorecard.

Actions You Can Take

Calculate your score and consider the following questions for reflection.

- Q1. Strengths: for anything 4 or above, how did you achieve this result, and can you create those conditions elsewhere in your life or work?
- Q2. Development Areas: for anything 3 or below what is missing and what will help you improve – is it more time, resources, changing old habits, gaining new knowledge, or something else?
- Q3. Moving Ahead: who else could you involve in your reflections and planning? Sometimes friends or colleagues can expose blind spots and highlight opportunities to improve various aspects of your work and life?

Summary

Building a stronger Strategic Scorecard can focus your energy and increase your confidence as you build your career and practice more strategically. As the medical profession becomes more complex and demanding on surgeon’s time and energy, taking time to reflect more deeply in what is important to you now and in the future is an increasingly important skill. The key to leading yourself more strategically is having a clear self-awareness and a plan that will make you more successful in the longer term.

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