

WORCESTER POLYTECHNIC INSTITUTE
I **INNOVATOR**
 OF THE YEAR

David Norton '62



Innovation starts with thinking outside the box—looking beyond the boundaries of conventionally held frameworks, patterns, beliefs, and values—and ends with a new product, process, service, or business model that changes the game. David Norton, considered the world's leading authority on strategic performance management, you have created and implemented a business game changer—The Balanced Scorecard—that has dramatically improved the performance of businesses and organizations around the world.

What began as a simple performance measurement framework, you and Robert Kaplan have transformed into a robust strategic planning and management system that is used extensively in business, government, and non-profit organizations worldwide. You saw beyond the bottom line—the driving force behind decision making at so many organizations for so long—to take into account not only financial measures, but also the critical role that customers, suppliers, employees, processes, technologies, and innovations play in advancing an organization toward its goals. Indeed, The Balanced Scorecard has reshaped the way managers and executives develop their vision, lay out strategy, and measure performance.

You have built a distinguished reputation as the preeminent authority on how to institutionalize strategic thinking using The Balanced Scorecard. You have co-authored, with Dr. Kaplan, eight *Harvard Business Review* articles and five books on how to use this extraordinary tool: *The Balanced Scorecard*, *The Strategy-Focused Organization*, *Strategy Maps*, *Alignment* and *The Execution Premium*. Your books have sold more than a million copies in 23 languages.

Dean, WPI School of Business

In addition to championing The Balanced Scorecard through books and lectures, you have co-founded and directed several professional services firms focused on leading-edge management issues. These include Palladium Group, Balanced Scorecard Collaborative, and Renaissance Worldwide. You also served as president of Renaissance Solutions, Inc., an international consulting firm you co-founded in 1992, and you were the co-founder of Nolan, Norton & Company where you spent 17 years as president, prior to its acquisition by KPMG Peat Marwick.

Your work developing and advancing the use of The Balanced Scorecard has received wide acclaim. The Balanced Scorecard concept was selected by the editors of *Harvard Business Review* as one of the most influential management ideas of the past 75 years. Along with Dr. Kaplan, you were voted one of the world's 12 most influential thinkers by Suntop Media's "Thinkers 50" in 2008. You also received the Champion of Workplace Learning and Performance Award by the American Society for Training and Development. A highly sought-after expert in your field, you are also a frequent lecturer at executive conferences, training seminars, and other programs around the world. In addition to your WPI degree, you hold a master of science from Florida Institute of Technology, an MBA from Florida State University, and a doctorate of business administration from Harvard Business School.

David Norton, you are not only an innovator but also a powerful, forthright advocate for unconventional thinking and the drive to implement novel ideas that together make innovation happen. WPI is proud and honored to recognize you as the 2012 WPI Innovator of the Year.

President, WPI

October 9, 2012