

David P. Norton '62

ROBERT H. GODDARD AWARD FOR OUTSTANDING PROFESSIONAL ACHIEVEMENT

David Norton, you are an internationally recognized authority on strategic performance management and your ideas are considered among the most influential in management in the last several decades. We are pleased to recognize you today for your impact on the way a wide array of organizations achieve and measure success.

You are best known for your work on the Balanced Scorecard, which you co-developed with Robert Kaplan as a performance measurement framework that added strategic non-financial performance measures to traditional financial metrics to give managers and executives a more “balanced” view of organizational performance. You have co-authored, also with Robert 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.

A successful entrepreneur, you have founded and led several professional service firms, each focused on leading-edge issues of management, from information technology and knowledge management to the discipline of strategy management. You are a co-founder and director of Palladium Group, a



global leader in helping organizations solve their most pressing strategy execution challenges. Previously, you co-founded and served as president and CEO of the Balanced Scorecard Collaborative and president of the Strategy Group at Renaissance Worldwide. Always generous with your knowledge and expertise, you are known for helping companies make effective strategic thinking and execution an essential part of their business, both at the top and throughout the organization.

WPI is not the first to recognize your remarkable work. The Balanced Scorecard concept was selected by the editors of the *Harvard Business Review* as “One of the most influential management ideas of the past 75 years.” In addition, you were named one of the “World’s 12 Most Influential Management Thinkers” by Sun Top Media’s Thinkers 50. The American Society for Training and Development honored you and Robert Kaplan with the Champion of Workplace Learning and Performance Award.

David Norton, you are a role model for our students in how to apply your engineering knowledge with ingenuity and inspiration. We are proud to honor you today with the Robert H. Goddard Award for Outstanding Professional Achievement.