



# Dr. David P. Norton Ph.D

International Best Selling Business Author & Acclaimed Business Strategist



## CSA CELEBRITY SPEAKERS

Dr. David P. Norton is Founder and Director of Palladium, and co-founder of Balanced Scorecard Collaborative, an organization facilitating the global use and effectiveness of the Balanced Scorecard as a value-added management process. A frequent lecturer and writer, Dr. Norton's work with the Balanced Scorecard has been the subject of many articles and public conferences and was selected by Harvard Business Review as one of the most influential management ideas of the past 75 years. He is also a best selling author, having published his most recent book, 'Alignment: Using the Balanced Scorecard to Create Corporate Synergies', in 2006.

**"Superior strategy execution requires a system"**

### In detail

He was previously the president of Renaissance Solutions, Inc., an international consulting firm he co-founded in 1992. Before Renaissance, he co-founded Nolan, Norton & Company where he spent 17 years as president, prior to its acquisition by KPMG Peat Marwick. Dr. Norton is the co-author, with Dr. Robert S. Kaplan, of numerous articles for the Harvard Business Review, as well as four books. They were ranked by the Financial Times among the top 15 business world's most important practical and intellectual influences. In 2007 & 2009, they were ranked in the Thinkers 50, the global ranking of business thinkers.

### What he offers you

One of the most valuable speakers in the fields of business strategy and leadership Dr. David P. Norton reveals the key principles business leaders will need in order to create their own strategy-focused organizations. A renowned management expert and thought leader whose books have been translated into 23 languages, he draws upon his vast experience to offer audiences invaluable advice into achieving sustainable success.

### How he presents

In his presentations David uses his extensive research of companies that implement the Balanced Scorecard to suggest a new performance management framework centred on strategy.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

## Publications

- 2006**  
Alignment: Using the Balanced Scorecard to Create Corporate Synergies
- 2004**  
Strategy Maps
- 2000**  
The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment (with Robert S. Kaplan)
- 1996**  
The Balanced Scorecard: Translating Strategy into Action (with Robert S. Kaplan)

## Topics

- The Balanced Scorecard: Strategic Measurement
- Strategy Focused Organisations
- Alignment
- The Execution Premium
- Strategy Maps
- Leadership
- Business
- Motivation