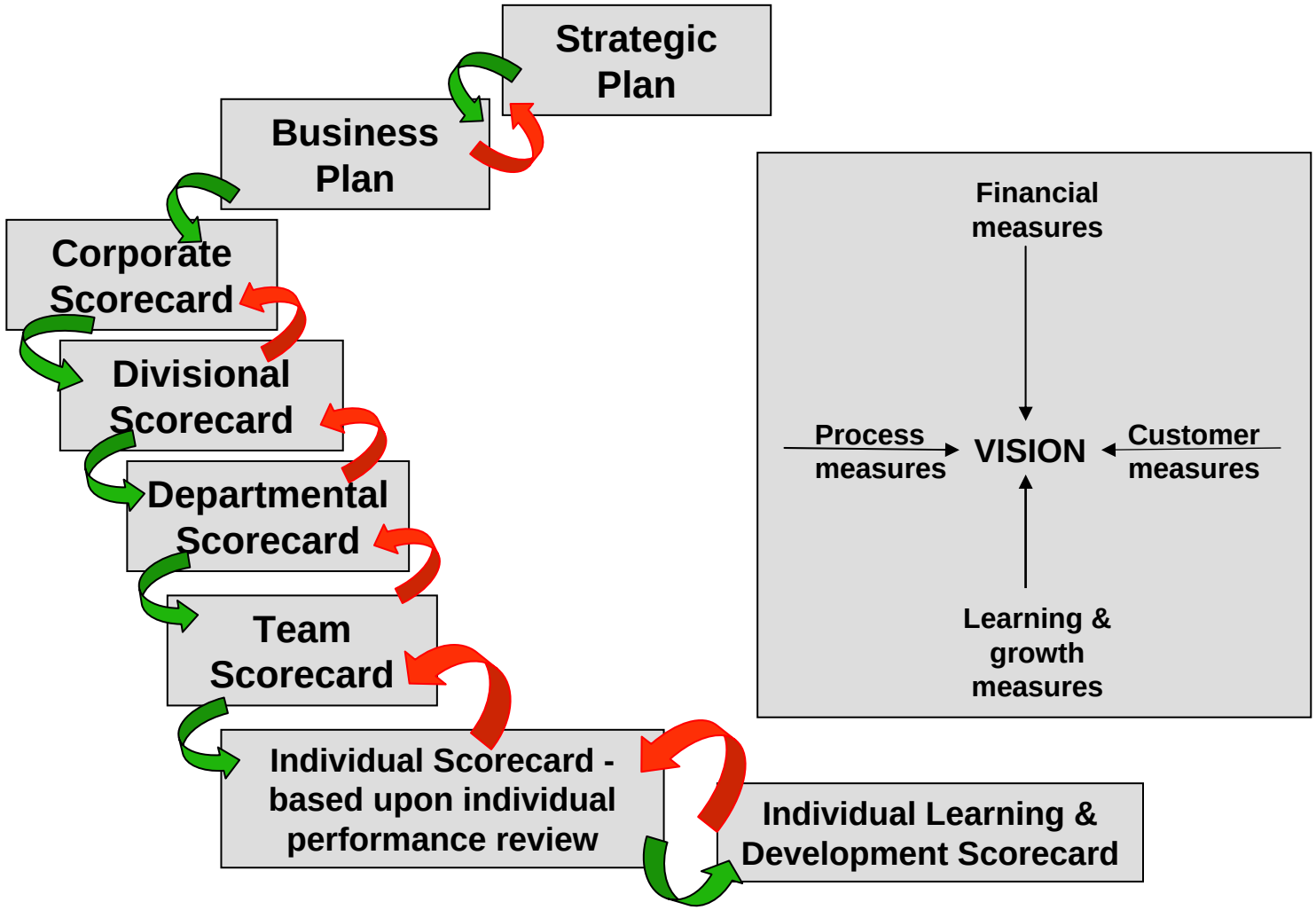Building a quality approach, together "using the balance scorecard"