

## MASTER CLASS - BALANCED SCORECARD

### Course Overview

Balanced Scorecard Professional Certification shows a step-by-step methodology to build and implement a balanced scorecard strategic management system, either public or private sector. It includes a hands-on workshop to allow you to get practice in developing the balanced scorecard for a typical organization. You will have an opportunity to address some specific issues in your own organization. Topics covered by the course include:

- Basic concepts of the balanced scorecard and how it can be used to improve organization performance
- How the balanced scorecard applies to different types of organizations
- How to develop more meaningful performance measures
- The correct sequence of steps that are necessary to build a strategy-focused organization
- How a scorecard system can drive a performance-based budget and employee accountability.

### Course Agenda

Through case studies and a series of interactive small-group workshops, you will apply the balanced scorecard concepts to meet the challenges facing a typical organization. Exercises performed throughout this course include:

- Launching a BSC program and establishing work teams
- Use an organizational assessment to set vision, mission, and strategy

### Who Should Attend

This course is recommended for executives, managers, planners and analysts who are seeking the best practical ideas in improving organizational performance. This course is recommended for executives, managers, and planners who seek a brief, high-level introduction to the balanced scorecard and how it can be applied to meet their own organization's needs.

### Course Benefits

You will understand the key concepts of the balanced scorecard, and why it is gaining so much attention in corporate and governmental organizations. You will learn a systematic methodology for building and implementing the balanced scorecard.

Performance measurement software will be illustrated to show how you can use tools to assist in setting up scorecards, and in collecting and reporting strategic information. You will also learn about some of the challenges and pitfalls of strategic management, and how to deal with them.

- Develop an organization's strategic themes & perspectives
- Use Strategy Profiles and strategy maps to derive objectives and performance drivers
- Develop performance measures aligned to the strategy map
- Develop new initiatives to execute strategy
- Align mission and vision with performance
- Define requirements and select appropriate software
- Scorecard deployment, budget and time scheduling

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