

# Certified Courses



# Strategic Planning Using the Balanced Scorecard

## INTRODUCTION

- This Strategic Planning Using the Balanced Scorecard training seminar helps organizations to put strategy at the heart of everything they do. By translating strategy into a balanced set of objectives - covering Finance, Customer, Internal Processes and People - the 'Balanced Scorecard' approach enables organizations to turn their strategies into operational reality. Clear measures and targets allow leaders to steer their organization towards its long-term goals, and engages managers and staff to contribute more fully to its success.
- The Balance Scorecard focuses all resources on achieving the strategy; employees are empowered to develop and perform, internal processes are enhanced to deliver what customers want, and of all this lead ultimately to financial success.

This training seminar will highlight:

- Operationalizing strategy to improve organization performance
- Integrating the Balanced Scorecard to become the nerve-center of the organization
- Engaging and empowering all employees to deliver the strategy
- Putting customer service at the heart of operations
- Enabling leaders to measure and monitor progress towards strategic objectives on a daily basis using the latest web-based technology

## OBJECTIVES

At the end of this training seminar, you will learn to:

- Build a Balanced Scorecard from scratch, based on your organization's strategy
- Overcome obstacles to implementing a Balanced Scorecard in practice
- Translate strategy into tangible results to be measured and monitored
- Align people and resources to focus on achieving the strategy
- Adjust and enhance strategy in line with a changing environment

## TRAINING METHODOLOGY

- The key to this Strategic Planning Using the Balanced Scorecard training is hands-on experience of building Balanced Scorecards from scratch for participants' own organizations. A variety of team-based activities, videos and discussion are also used to enable participants to grasp the end-to-end process of creating and implementing a Balanced Scorecard.

## ORGANISATIONAL IMPACT

The main benefit of this Strategic Planning Using the Balanced Scorecard training seminar is to help people turn an organization's vision into a practical reality. Other benefits include:

- Delivery of improved operational performance
- Aligning different elements of the organization around a common strategy
- Monitoring ongoing performance improvement
- Communication of strategy to engage all employees
- Aligning strategic initiatives to organization strategy

## PERSONAL IMPACT

Participants will become confident and able to achieve the benefits of the Balanced Scorecard in practice through:

- Deeper knowledge and understanding of the link between the Balanced Scorecard and Strategic Planning
- Applying a systematic methodology for developing and managing a Balanced Scorecard
- Practical experience in the creation and use of the Balanced Scorecard
- Increased capability to monitor and drive performance improvement
- A methodical approach to rolling out a Balanced Scorecard using the latest web-based technology
- Best practice approaches to engaging stakeholders with the Balanced Scorecard

## WHO SHOULD ATTEND?

This Strategic Planning Using the Balanced Scorecard training seminar will benefit those who need to understand and enhance the part they play in delivering their organizations strategy. It is suitable to a wide range of professionals but will greatly benefit:

- Executives
- Managers with responsibility for creating or managing a Balanced Scorecard
- Financial Officers and Controllers
- Process Managers
- Strategic Planning Managers

## Course Outline

### Introduction to the Balanced Scorecard

- Introduction to the Balanced Scorecard
- Benefits of the Balanced Scorecard
- Beginning with a Vision
- The Financial, Customer, Process Perspectives in Detail
- Strategy Maps and Strategic Themes
- Lag and Lead Measures / KPIs
- Constructing a Strategy Map

### Understanding Strategy

- The Balanced Scorecard Development Process
- Understanding Organizational Strategy
- Exploring the Strategies of Participants' Own Organizations
- Creating a Strategy-centric Organisation
- Engaging the Leadership Team

### Building Strategy Maps

- The Learning & Growth Perspective in Detail
- Creating a Climate for Action
- Creating Strategy Maps for Participants Own Organisations
- Strategic Measures / KPIs
- Linking Strategy and Business Planning

### Building a Complete Balanced Scorecard

- Strategic Targets
- Mapping Strategic Initiatives
- Monitoring and reviewing the Balanced Scorecard using the latest web-based technology
- Completing the Balanced Scorecard for Participants' Own Organizations
- Planning for Implementation
- Cascading the Balanced Scorecard Across an Organization

### Pulling It All Together

- Reviewing and Enhancing Participants' Balanced Scorecards
- Identify Potential Pitfalls and Barriers to Implementation
- Gaining Buy-in and Ownership for the Balanced Scorecard
- Top Tips for Successful Creation and Implementation of a Balanced Scorecard
- Making a Personal Plan of Action based on the Training Seminar



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