

Strategic Planning with Balanced Scorecard: 5-Day Course

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Malaga (Spain)

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Strategic Planning with Balanced Scorecard: 5-Day Course

2022-2023 **16-20 Oct** **Location:** Malaga (Spain) **Fees:** 5200 GBP

Why This Course

Organizations today operate in complex, fast-moving environments where strategic clarity, alignment, and performance measurement are essential. The Balanced Scorecard BSC has emerged as one of the most powerful and widely adopted frameworks for translating strategy into action, aligning resources, and driving sustainable results across the enterprise.

The Balanced Scorecard Strategic Planning Program is an intensive 5-day course designed to equip participants with the skills to build, implement, and manage strategic plans grounded in the BSC methodology. Through practical exercises, real-world case studies, and expert guidance, attendees will learn how to transform organizational vision into measurable objectives and drive strategy execution at every level.

What You'll Learn and Practice

By the end of this program, participants will be able to:

- Apply the principles and core components of the Balanced Scorecard framework
- Develop strategic objectives and translate them into coherent strategy maps
- Design effective KPIs, lead and lag indicators, and performance measurement systems
- Align resources, initiatives, and teams with organizational strategy
- Cascade the Balanced Scorecard across departments and individual roles
- Monitor, evaluate, and adapt strategy execution for continuous improvement

The Program Flow

Day 1 - Introduction to Strategic Planning & the Balanced Scorecard

- Foundations of strategic planning and organizational alignment
- Overview of the Balanced Scorecard: structure, methodology, and evolution
- The four perspectives: Financial, Customer, Internal Processes, Learning & Growth
- Benefits, challenges, and success factors for BSC implementation

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) on it. The board is white and black, and the pieces are gold and silver.

Day 2 - Developing Strategic Objectives & Strategy Maps

- Clarifying vision, mission, and strategic direction
- Identifying strategic themes and translating them into objectives
- Building cause-and-effect relationships between objectives
- Constructing strategy maps that visualize organizational priorities
- Ensuring alignment across all four BSC perspectives

Day 3 - Designing Performance Measures & KPIs

- Characteristics of effective performance measures
- Developing lead and lag indicators that drive performance
- Setting strategic targets, thresholds, and performance ranges
- Balancing financial and non-financial metrics for holistic performance
- Building a complete KPI and measurement framework

Day 4 - Cascading the Balanced Scorecard & Strategic Initiatives

- Cascading strategy maps and objectives to divisions and departments
- Aligning team and individual goals with organizational strategy
- Identifying, prioritizing, and managing strategic initiatives
- Resource allocation, budgeting, and initiative planning
- Developing actionable plans and implementation timelines

Day 5 - Implementation, Monitoring & Adaptation

- Best practices for launching and sustaining BSC implementation
- Establishing a performance management system and review cycles
- Monitoring progress through dashboards and strategic reports
- Using performance feedback to refine objectives and adapt strategies
- Embedding continuous improvement into the strategic cycle

Practical Wins for Participants

Participants will complete the program prepared to:

- Develop a draft strategy map tailored to their organization's priorities
- Create a balanced and aligned KPI set that supports strategic goals
- Design a cascading plan to ensure alignment at all organizational levels
- Construct a clear implementation roadmap for Balanced Scorecard adoption

Organizational Impact

Organizations benefit through:

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a black pawn behind it. The board is checkered, and there are concentric circles in the background.

- Stronger alignment between strategy, operations, and performance
- Improved clarity, accountability, and data-driven decision-making
- Enhanced strategic execution through coordinated initiatives
- Sustainable performance improvement across all departments

Training Methodology

This program integrates:

- Real-world BSC case studies and strategy development exercises
- Interactive workshops for KPI creation, strategy maps, and cascading
- Group discussions, simulations, and application of best practices
- Expert-led guidance on modern performance management trends

Beyond the Course

Participants return ready to:

- Lead Balanced Scorecard development and implementation initiatives
- Strengthen strategic alignment within their organizations
- Drive data-driven performance improvement and ongoing strategy refinement
- Build a culture of accountability, transparency, and strategic focus

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