

Balanced Scorecard Professional: Strategic Management

2027 00000 23 – 19
Casablanca (Morocco)

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Balanced Scorecard Professional: Strategic Management

~~R2022793~~~~214026~~ **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Course Description

This intensive 5-day course provides a comprehensive understanding of the Balanced Scorecard methodology for strategic management and performance measurement. Participants will learn to develop, implement, and sustain a Balanced Scorecard system, aligning organizational objectives with key performance indicators across multiple perspectives.

Learning Objectives

- Understand the core concepts and benefits of the Balanced Scorecard approach
- Develop strategic objectives and create strategy maps
- Design and implement effective performance measures and initiatives
- Learn to cascade the Balanced Scorecard throughout an organization
- Gain practical skills in strategic planning and performance management

Course Modules

Day 1: Introduction to Balanced Scorecard

- Evolution of performance measurement systems
- Balanced Scorecard framework and perspectives
- Strategic planning fundamentals
- Case studies of successful implementations

Day 2: Strategy Mapping

- Defining strategic objectives
- Creating cause-and-effect relationships
- Developing a strategy map
- Aligning objectives across perspectives

Day 3: Performance Measures and Targets

- Selecting key performance indicators KPIs
- Setting targets and thresholds
- Developing strategic initiatives
- Balancing lead and lag indicators

A graphic of a chessboard with several pawns and a king piece. The king piece is gold and stands prominently on the right side of the board. The pawns are silver and gold. The board is checkered and has a subtle circular pattern in the background.

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Day 4: Cascading and Alignment

- Cascading scorecards to departments and teams
- Aligning individual goals with organizational strategy
- Creating accountability and ownership
- Communicating strategy throughout the organization

Day 5: Implementation and Sustainability

- Designing a Balanced Scorecard implementation plan
- Integrating with existing management systems
- Performance reporting and analysis
- Continuous improvement and scorecard refinement

Practical Wins for Participants

- Ability to develop a comprehensive strategic plan using the Balanced Scorecard approach
- Skills to design and implement effective performance measures aligned with organizational goals
- Techniques for cascading strategy and creating organizational alignment
- Strategies for driving performance improvement and accountability across the organization

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