



BALANCED
SCORECARD
CERTIFICATION



Offered in association with The George Washington University College of Professional Studies



Making the Academic Practical

Taught by highly-experienced consultants, BSI courses are short on vague academic theory & dry lecture and long on hands-on team exercises and interactive discussion for maximum adult learning, engagement, retention and fun. Instead of studying academic case studies, Institute instructors work to ensure that **students can build a strategic management system themselves**

Program Overview

The Balanced Scorecard Professional Certification Program, offered in association with The George Washington University College of Professional Studies, is a comprehensive program for participants charged with building, implementing, managing, and sustaining balanced scorecard planning and management systems. It was developed by the Balanced Scorecard Institute for members of internal balanced scorecard teams who want to incorporate lessons learned and best practices into the development of a strategic management system.

The program includes in-depth study of strategic thinking, strategic planning, organization assessment, strategy mapping, performance measures and target setting, strategic initiatives, automation, cascading and strategic management.

This program is based on the Institute's *Nine Steps to Success™* balanced scorecard framework, and provides practical and substantive training on each step, advanced hands-on exercises, one-on-one interaction with senior consulting staff who bring real-world expertise into the classroom, and includes additional resource material and tools. Rather than reviewing frustrating case studies that don't explain how an organization accomplished their results, participants walk through a simple methodology and master the practical steps in applying strategic planning and balanced scorecard concepts to meet the challenges facing a real-world organization.

You Will Learn:

- Comprehensive approaches to strategic planning, strategic management & execution, performance measurement & target setting, initiative prioritization, performance information systems, and program evaluation
- The Institute's *Nine Step* methodology for building and implementing balanced scorecard planning and management systems
- Best practice management and organization development practices, such as SWOT analysis, employee assessment planning, mission & vision development, strategy development, customer and stakeholder identification, strategy mapping, and balanced scorecard program planning
- How to create organizational alignment by cascading the enterprise scorecard throughout the organization
- Much more!

Certification Overview

The Institute's Professional Certification Program is based on a student successfully learning how to build and implement a scorecard system, and applying the learning in a practical way. There are two levels of certification: the **Balanced Scorecard Master Professional (BSMP)** and the **Balanced Scorecard Professional (BSP)**.

Certification Levels

The **Balanced Scorecard Master Professional (BSMP)** status is the highest certification level, and is based on 1) a basic program of study, 2) a certification exam, and 3) advanced balanced scorecard study, application development & presentation. Follow the entire program below (green and blue) or take a single 10-day BSMP course plus exam.

The **Balanced Scorecard Professional (BSP)** certification is based on 1) a basic program of study, and 2) an online certification exam. This program is designed for students who do not want to achieve the higher level certification or would prefer to get BSMP certification at a later date. Follow the BSP program below (in green) or take a single 5-day BSP Certification Boot Camp course plus exam.



The Association for Strategic Planning recognized the Institute as a Pioneer for the ASP certification program in 2010 and BSP and BSMP programs count towards the the ASP's Body of Knowledge requirements for SPP and SMP certification.

Program Differentiators:

- Participants learn a simple, “do-it-yourself” methodology
- The Institute is the **original certifying body** for balanced scorecard practitioners, delivering dozens of programs per year since the first in January, 2006
- Separate frameworks & examples for business, government, non-profit and defense sectors
- Based on a wholly integrated strategic planning framework for building a scorecard system
- Participants learn to develop meaningful performance measures
- Practical, step-by-step exercises, instruction and application guidance
- Participants earn Association for Strategic Planning Certification Body of Knowledge credit
- Institute instructors have decades of practical experience “in the trenches”
- All courses in the Program are affiliated with the George Washington University College of Professional Studies and offer CEU credit
- The Institute has trained over 5000 practitioners and has consulted for hundreds of organizations from over 40 countries since 1997



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For more information, visit www.balancedscorecard.org.