

LBL Strategies, Strategy Management Group and George Washington University College of Professional Studies Establish Training and Consulting Partnership

Partnership expands offerings in training, certification and consulting in strategic management systems for business, non-profit and government organizations worldwide (Note: Strategy Management Group is the parent company of Balanced Scorecard Institute)

Now it's easier than ever for organizations around the globe to solve their strategic planning and performance management challenges. This greater ease is the byproduct arising from a new partnership that combines decades of training and consulting experience with academic rigor and standards.

[LBL Strategies](#), Strategy Management Group, Inc. (parent company of the [Balanced Scorecard Institute](#)) and [George Washington University College of Professional Studies](#) have teamed up to expand offerings in training, certification and consulting on strategic management systems for business, non-profit and government organizations worldwide.

The initial offering under the new partnership is a Strategic Management Certification program, a training course provided both in person and online, with certification provided by the George Washington University College of Professional Studies (GWU). Course enrollment is available online through the websites of both [LBL Strategies](#) and the [Balanced Scorecard Institute](#) (BSI) for one of three options:

- A scheduled 10-week “live online” program beginning October 28, 2015.
- A self-paced, 13-module “on-demand online” program to be released in early 2016
- An intensive in-person five-day Boot Camp, available through BSI’s Global Partners worldwide starting in January 2016

All three options will be led by LBL Strategies’ and BSI’s experienced trainers.

The Strategic Management Certification Program is professional education designed to deliver a “process driven” understanding and provide practical tools to those managing or leading strategic planning and those desiring to develop their skills to take on more responsibilities in strategy management. It builds skills capacity, professional credibility and provides recognized exam preparation training and a pathway for delegates to sit for the two Association for Strategic Planning (ASP) certification examinations—Strategic Planning Professional and Strategic Management Professional. The Strategic Management Certification Program is geared toward:

- Management professionals with responsibilities tied to strategy and strategic planning
- Career-minded professionals all levels looking to build strategic planning knowledge and skills
- Owners and senior executives who want to establish a practical strategic management process matching their organization’s capacities and capabilities
- Strategic management consultants
- Graduate business students looking to build a career entry point

For anyone seeking professional strategic certification through the Association for Strategic Planning (ASP), this continuing professional education program offers a pathway to certification by delivering strategic



management understanding, practical tools and is aligned with ASP's "Lead-Think-Plan-Act" rubric and the Body of Knowledge. Program graduates who have sat for the ASP "Strategic Planning Professional" certification examinations have achieved consistently higher pass rates than from other training providers.

"We're very excited to partner with the Balanced Scorecard Institute and George Washington University's College of Professional Studies, starting with the Strategic Management Certification online programs and Boot Camp," says LBL Strategies President Randall Rollinson. "This partnership combines our valued strategic management content with the Balanced Scorecard Institute's and GWU's vast international appeal and network."

"The addition of LBL Strategies to our long-standing and highly successful relationship with GWU creates a strong program not offered anywhere else, and provides comprehensive training and consulting services across the full spectrum of strategic planning and performance measurement and management," says Balanced Scorecard Institute President & CEO Howard Rohm. "This partnership has solutions to any and all needs regarding strategic planning, strategy alignment and execution, key performance indicators/measures, and more."

About LBL Strategies:

LBL Strategies is a Chicago, IL-based developer and provider of certification-based education and training in strategic management. The LBL Strategies team comprises respected practitioners and solution providers for strategic planning and performance management, strategic information data management and governance/board leadership development. LBL Strategies' Strategic Management Certification Program has been recognized by the International Association for Continuing Education and Training as an "exemplary, outstanding results-oriented program."

About Strategy Management Group (Balanced Scorecard Institute):

The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard and performance measurement and management training, certification, and consulting services to government, non-profit, and commercial organizations worldwide. The Balanced Scorecard Institute's headquarters is based in Cary, NC with offices in Washington, DC and San Jose, CA, and with Global Partners worldwide.

About George Washington University College of Professional Studies:

The College of Professional Studies (CPS) is part of The George Washington University, a private, coeducational research university in Washington, D.C. CPS offers undergraduate and graduate programs that address the competency requirements of adults working in emerging and rapidly changing professions. The CPS main campus is in Washington, DC, with online courses and five satellite locations in the DC-metro area and Virginia.



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