

# Training and Certification Programs

Strategy Management Group's training and certification programs give leaders, managers, and analysts the tools they need to successfully:

- Develop and implement a strategy management system
- Improve focus on strategy and results
- Improve organizational performance by measuring what matters
- Align the work people do on a day-to-day basis with strategy
- Focus on the drivers of future performance
- Improve communication of the organization's Vision and Strategy
- Prioritize in tough economic times

## Center for Excellence in Public Leadership

THE GEORGE WASHINGTON UNIVERSITY

Certification courses are offered through our association with the George Washington University Center for Excellence in Public Leadership, part of the College of Professional Studies.

### Balanced Scorecard Training & Certification

Balanced Scorecard Certification Programs are designed to give practitioners the tools and skills they need to help their organizations increase focus on strategy and results, improve organizational performance by measuring what matters, align the work people do on a day-to-day basis with strategy, focus on the drivers of future performance, improve communication of the organization's Vision and Strategy, and prioritize in tough economic times. With two levels of certification, Balanced Scorecard Master Professional (BSMP), and Balanced Scorecard Professional (BSP), the program is offered in association with the George Washington University Center for Excellence in Public Leadership, part of the College of Professional Studies. As a comprehensive program on leading a balanced scorecard strategic planning and management system implementation using the Balanced Scorecard Institute's *Nine Steps to Success™* methodology, it is ideal for participants charged with building, implementing, managing, and sustaining balanced scorecard planning and management systems.

#### Balanced Scorecard Master Professional (BSMP) Certification

This 10-day program covers all of the balanced scorecard concepts and adds a Certification Application Project and presentation, where participants work privately with a consultant to apply the concepts to their own organization. Upon successful completion of the course, a BSMP Certification Application Project (CAP) with presentation, and exam, participants earn a Balanced Scorecard Master Professional (BSMP) certification. BSMP certification can be achieved by first earning BSP Certification and then returning to complete the 5-day BSMP Application Course.



#### Balanced Scorecard Professional (BSP) Certification

This course covers the entire range of balanced scorecard topics - organization development, change management and communications planning, strategic planning, objectives and strategy mapping, performance measures and target setting, strategic initiative prioritization, automation, cascading, and strategic management - in one week. Fully consistent with basic balanced scorecard concepts & terminology developed by Kaplan & Norton, the course covers scorecard development in business, government, and non-profit organizations. Participants get hands-on practice using a simple, step-by-step process for developing a scorecard system on their own.



#### Balanced Scorecard Essentials

A 1-day "what", "why", and "how" seminar designed for leaders, managers, and BSC team members. This is the high-level, strategic view of balanced scorecards as strategic performance management systems.

## KPI Professional Certification

This program provides participants with practical tools to developing meaningful strategic and operational performance measures. Participants are taught how to understand and articulate desired results, determine what to measure, set targets and thresholds, develop composite measures using lower level performance measures, measure outcomes, outputs, processes, and inputs, and produce visually appealing reports and dashboards that better inform decision making throughout an organization. Tools introduced include the Logic Model, Process Flow Analysis, and Cause-Effect Analysis. This course is designed to help participants understand the fundamentals of performance management, then successfully develop, deploy, and manage meaningful KPIs for strategic, operational, or program management.



## Strategic Project Management Training & Certification

Strategic project management takes traditional project management principles and practices to another level that improves strategic alignment, informs resource allocation decisions, informs operational planning, and helps mitigate risks. Strategic project management makes strategy leadership everyone's job, not just the C-suite. Great strategic project leadership focuses on aligning project and portfolio management with strategy, helping coordinate clients and teams, forming a vision for success, and keeping everyone on track.

### Strategic Project Manager Professional Certification

This course ensures participants are able to not just prioritize from a pool of desired projects, but also evaluate which projects and programs will help achieve your overall organizational strategic objectives. Participants will give greater purpose to their projects, by turning them into the means to fulfil strategy in your organization and move it into the direction it wants to go. This course can help you to prepare for PMI's PMP® exam.



### Strategic Project Management Program

Strategic Project Management Program provides participants with the essential skills of modern project management within the context of a strategy-focused organization. Created by certified Project Management Professional (PMP)® and strategy experts, this program bridges the gap between strategy and practical project management, and trains project managers how to prioritize and manage projects more strategically. It is designed to give practitioners the tools, templates, and skills they need to deliver projects and initiatives on time, on budget, and within scope. 1-day Foundations, 2-day Intermediate, and 3-day Advanced options are available, and all three classes can be used to prepare for the PMP exam.

### Ultimate PMP® Certification Exam Preparation Course

The Ultimate PMP Certification Exam Preparation Course prepares potential Project Management Professionals for the PMP Exam. All training materials have been updated to reflect the changes to the new PMP exam beginning in April 2018.

### Strategy Essentials for Project Managers

The 1-day Strategy Essentials for Project Managers course gives seasoned project managers the strategic planning and management knowledge and skills they need to support corporate level strategy development.

Project Management Professional (PMP) is a registered trademark of the Project Management Institute.

## Strategy Execution Training

Most organizations recognize that it is important to plan for the future; even those that are highly successful today recognize the need to have a strategy to take them to future success. Unfortunately, too many organizations lose focus and momentum soon after “the plan” is completed.

### Strategy Execution—Success Through Leadership

The 3-day workshop addresses major obstacles and challenges faced in strategy efforts, and how to overcome them by focusing on leadership, people, systems and processes.

### Communicating in Today’s Workplace – Successfully Navigating Conflict and Minefields

This 2-day course will help participants improve their interpersonal communication skills and become more effective in dealing with others. Topics of discussion include perceptions as reality, verbal and nonverbal cues and behaviors, assertiveness, tact, anger management, criticism and constructive feedback, team building, communicating with technology, conflict and resolution, and building trust through communication.

**All courses available onsite. Contact us for more details.**

## Certifications You Can Trust

We have a unique set of programs to help organizations align and become more strategy-focused:

- We are the original certifying body for balanced scorecard practitioners, offering our program through our partnership with the **George Washington University Center for Excellence in Public Leadership, part of the College of Professional Studies** since 2005
- We offer a full line of strategy execution solutions, including programs related to **project and portfolio management, performance measures, and strategic leadership**
- We are one of only two companies in the world that are Registered Education Providers for both the **Association for Strategic Planning** and the **Project Management Institute**
- We developed the *Nine Steps to Success*™ strategic planning and management framework in 1997, as a practical, non-academic approach to developing balanced scorecard systems

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