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Balanced Scorecard Institute
2000 Regency Parkway, Suite 420
Cary, NC 27518
www.balancedscorecard.org

CONTACT

Kirsten Dubuc
Balanced Scorecard Institute
kd@strategymanage.com
919-460-8180

Balanced Scorecard Institute CEO to Present Strategic KPI Masterclass

Balanced Scorecard Institute (BSI) Chief Executive Officer David Wilsey will facilitate a masterclass on **How to Measure Strategic Impact in a ‘Right Now’ World** at the Association for Strategic Planning’s (ASP’s) Virtual Conference, May 18-20.

Cary, NC- February 24, 2022 – Balanced Scorecard Institute (BSI) Chief Executive Officer David Wilsey will present a pre-conference masterclass **at the Association for Strategic Planning’s (ASP’s) “Strategy in a Right Now World” Virtual Conference, May 18-20, 2022.**

The 2-hour masterclass, entitled **How to Measure Strategic Impact in a ‘Right Now’ World**, will focus on long-term strategic thinking organized around agility. Attendees will learn how to develop meaningful Key Performance Indicators (KPIs) and/or Objectives and Key Results (OKRs) that boost enterprise-level success and enable strategic agility. Participants will learn how meaningful KPIs provide insight into whether strategies are working, whether programs, projects and services are effective, and whether employees' attention is focused on what matters most to success. The masterclass includes content from the OKR and KPI Professional certification programs taught worldwide by the Balanced Scorecard Institute and its partners.

David is an international thought leader and author on strategic planning and performance measurement. He works with organizations to improve strategic performance by helping them systematically design and execute strategy, increase employee focus on strategy and results, develop meaningful performance measurements / KPIs, develop consensus around strategy, prioritize more effectively, and improve use of performance management technology. He is the co-author of *The Institute Way – Simplify Strategic Planning and Management with the Balanced Scorecard*, co-author of the *Strategy Professional Resource Center’s Association for Strategic Planning SMP/SPP/SPA Certification Exam Study Guide*, and the author of numerous articles and a widely-read blog.

For more information about the event, visit <http://www.strategyassociation.org>.

About ASP:

Founded in 1999, ASP is the only not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit and government organizations. ASP provides opportunities to explore cutting-edge strategic planning principles and practices that enhance organizational success and advance members' and organizations' knowledge, capability, capacity for innovation, and professionalism. Their mission is to lead and support people and organizations through the promotion of a holistic approach to strategy management and by setting standards for strategy through thought leadership, professional development, and certification.

About the 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, nonprofit, and commercial organizations. Services include public and on-site courses, facilitation and consulting services, and information and tools used by executives, managers, and analysts to transform their organizations into “performance excellence” organizations. The Institute’s website, www.balancedscorecard.org, is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. The Institute’s *Nine Steps to Success™* balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a disciplined framework for helping organizations achieve higher levels of performance.

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