



## **The Balanced Scorecard Institute to Sponsor and Participate in World Strategy Week**

*The Balanced Scorecard Institute (BSI) will sponsor and participate in World Strategy Week, an Association for Strategic Planning event being held November 3-7, 2014. This event brings together top strategy thought leaders, executives and professionals from around the world in a series of moderated 90-minute panel discussions delivered via webinar at 12:00 pm Eastern U.S. each day.*

The Balanced Scorecard Institute (BSI) will sponsor and participate in World Strategy Week, an Association for Strategic Planning event being held November 3-7, 2014. This event brings together top strategy thought leaders, executives and professionals from around the world in a series of moderated 90-minute panel discussions delivered via webinar at 12:00 pm Eastern U.S. each day.

The event will address the following question: ‘What is the meaning of strategy in a connected, immediate, disrupted world?’ The daily 90-minute webinars will address the following:

Monday November 3: The State of Strategy Today  
What is and isn't working in strategic planning today?

Tuesday November 4: The Role of Leaders in Strategy Success  
What roles should leaders play in ensuring strategies are successfully executed?

Wednesday November 5: Solving the Strategy Implementation Dilemma  
Why do a majority of organizations fail to achieve their desired results?

Thursday November 6: Today's Hotbed: Social, Technology and Strategy  
How do continual changes in technology affect workforce development and social communications?

Friday November 7: The Future of Strategy  
What new tools and approaches are needed to address these changes?

Global experts and well-known thought leaders from South Africa, Egypt, India, Belgium, the United Kingdom, as well as the US and Canada will form a moderated panel to discuss the day's topic.

[Howard Rohm, BSI's CEO and Co-Founder](#), will be one of the panelists for the Wednesday November 5th session: Solving the Strategy Implementation Dilemma. Why do over 70% of implementations fail and what can be done to improve your own chance of success? This webinar features leading experts who have successfully addressed the issues of strategy execution. They will discuss issues such as implementation failure, causes of non-execution and mis-execution, and recommendations on how organizations can better deliver on strategic vision.

Other panelists in the Day 3 session include Jeroen De Flander (author of Strategy Execution Heroes and The Execution Shortcut), Deepa Prahalad (co-author of Predictable Magic: Unleash The Power of Design Strategy To Transform Your Business), and Chris Paton (a strategy, planning and change specialist and one of UK's



premier exponents of wargaming: stress testing plans to identify risks and opportunities).

Howard developed the Institute's [Nine Steps to Success™ strategic planning and management methodology](#) and Balanced Scorecard Professional certification program and co-wrote the recently released book, *The Institute Way: Simplify Strategic Planning & Management with the Balanced Scorecard*, as well as the Strategy Professional Resource Center's Association for Strategic Planning SMP/SPP/SPA Certification Exam Study Guide. Howard has over 40 years of training and consulting experience and has helped dozens of organizations worldwide build balanced scorecard and other performance planning and management systems.

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, non-profit, 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](http://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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