



## **Balanced Scorecard Institute President & CEO Howard Rohm Elected to Association for Strategic Planning Board of Directors**

*Balanced Scorecard Institute President & CEO Howard Rohm has been elected to the Association for Strategic Planning Board of Directors. Rohm will serve through June 2017 on the 18-member Board that governs the activities of the membership organization and its 15 chapters throughout the U.S. and worldwide.*

[Balanced Scorecard Institute](#) President & CEO [Howard Rohm](#) has been elected to the [Association for Strategic Planning](#) Board of Directors. Rohm will serve through June 2017 on the 18-member Board that governs the activities of the membership organization and its 15 chapters throughout the United States and worldwide.

The Association for Strategic Planning (ASP) is an international, non-profit professional society whose mission is to help people and organizations to succeed through improved strategic thinking, planning and action. ASP members include individuals, students and corporations. The ASP traces its roots to the 1950s, expanding its membership and evolving its offerings over the subsequent years. In 2001, ASP began holding national conferences and introduced ASP professional certification program in 2010.

The Balanced Scorecard Institute is a Registered Educational Provider (REP) that provides training towards the ASP Body of Knowledge requirements for the Strategic Management Professional (SMP) and the Strategic Planning Professional (SPP) certification and recertification. BSI is also a partner in the [Strategic Professional Resource Center](#), and organization that provides [ASP Certification Preparation Tools](#) and [Training](#).

BSI has gone through a rigorous process by ASP to guarantee the highest standards of quality. As a qualified REP, four of BSI's established training courses help teach and prepare strategic planning professionals the ASP's Body of Knowledge requirements so they can achieve SPP and SMP certification.

In addition to serving as BSI's President and CEO, Rohm is Founder of the Strategy Management Group, Inc., BSI's parent company. He is a performance management trainer, consultant, and technologist with more than 40 years' experience. He is a Certified Performance Technologist (CPT), a Certified Strategic Management Professional (SMP) Pioneer, and an e-learning certified instructor. He helped create the Association for Strategic Planning's Body of Knowledge for professional strategic planning and management certification. He co-wrote, with three others, the Strategy Professional Resource Center's Association for [Strategic Planning SMP/SPP/SPA Certification Exam Study Guide](#).

Rohm developed BSI's Nine Steps to Success™ balanced scorecard methodology. Through BSI's worldwide training and consulting, this award-winning framework is used by more than 200 government, non-profit and commercial organizations as their strategy planning and performance management system. BSI also has trained more than 6,000 participants and certify more than 2,200 balanced scorecard practitioners worldwide. Rohm also is co-author of the book [“The Institute Way: Simplify Strategic Planning & Management with the Balanced Scorecard”](#) featuring the Nine Steps to Success™ framework, and has trained more than 3000 people in 20 countries.

Rohm has experience as an operations research analyst, a strategic planner, and a management consultant. He held senior positions with several companies, including Booz, Allen & Hamilton, Highland Technologies, and Vitro Laboratories, and at several Federal agencies, including several years as the Executive Director of the

Advanced Nuclear Reactor Research and Development Program at the U.S. Department of Energy. Howard was one of the authors of the first National energy plan, in 1976, and worked on several White House nuclear non-proliferation studies in the 1970s and 1980s.

He has taught and lectured at five colleges and universities, including the Federal Executive Institute. Howard has undergraduate and graduate engineering and management degrees from Iowa State University and George Washington University, respectively, and he is listed in Who's Who Worldwide.

He is a winner of a team Hammer Award for his work on government performance reform (given by Vice-President Al Gore's National Partnership for Reinventing Government), and received a Presidential "1000 Points of Light" award for community service from First Lady Barbara Bush at a White House ceremony. He recently was awarded a Triangle (Raleigh, NC) Top 50 Entrepreneur award by Business Leader magazine.

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 Balanced Scorecard Institute's (BSI) 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. BSI'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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