

BSI Expands Offerings to Include Strategic Thinking and Strategic Management

The Balanced Scorecard Institute (BSI) announced it is expanding its worldwide offerings to include a Strategic Management Performance System (SMPS) Certification Program, as well as an innovative one-day strategic thinking offering. Offered under BSI's parent company brand, Strategy Management Group (SMG), the new offerings are designed to help organizations around the globe improve strategy formulation, strategic alignment, strategy execution, and performance management.

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Each of the new programs will be offered in association with SMG partners [LBL Strategies](#) and the [George Washington University Center for Excellence in Public Leadership \(GWU-CEPL\)](#), and are designed to help business, non-profit and government organizations worldwide solve their strategic planning and performance management challenges.

The SMPS Certification Program is professional education designed to deliver a “process driven” understanding of strategy management and provide practical tools to those managing or leading strategic planning. The program helps participants build skills capacity and professional credibility and provides recognized exam preparation training as well as a pathway to sit for the two Association for Strategic Planning (ASP) certification examinations: Strategic Planning Professional and Strategic Management Professional. The SMPS program is available both in person and online (live and self-study) with certification provided by GWU-CEPL and SMG.

The one-day Strategic Thinking workshop is a facilitated work session designed to help managers and leaders support strategic change through improved cross-functional communication. Teams are led through a variety of strategic thinking exercises to drive alignment throughout the execution of the organizations’ key strategies. It takes a team through a fast-paced interactive experience so that strategic thinking can be applied within all levels of an organization. This workshop is recommended for leadership teams seeking more innovative solutions from their business and functional units, and middle management teams seeking to apply strategic frameworks and management tools in support of their organizations.

“We are now a ‘full-service’ strategic planning and management organization,” said the Balanced Scorecard Institute President & CEO Howard Rohm, “offering a broad range of consulting products and services in the planning and management sector beyond our core balanced scorecard-related offerings. These additional services are possible because of our growing partner relationships with LBL Strategies, the Association for Strategic Planning, and the GWU-CEPL, all premier organizations involved in training, education, consulting, and certification in the strategic planning and management field.”

Information about either new program can be found at <http://www.strategymanage.com/training-and-certification/>

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 the George Washington University Center for Public Leadership:

The Center for Excellence in Public Leadership is committed to developing public leaders who make a positive difference in their organizations and the lives of the people they serve. For us, this means that we, in turn, must seek to make a positive difference in our students' lives and their professional capabilities so that their impact and influence are deepened and expanded. Our experience has taught us that, for our leadership development programs to have the impact we desire they must integrate challenge and support, real-world action projects and opportunities for reflection, individual stretch assignments and peer learning support, and safe spaces for experimentation with new thinking approaches and leadership behaviors.

About Strategy Management Group and 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 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.



Contact Information

Kirsten Dubuc

The Balanced Scorecard Institute

<http://www.balancedscorecard.org>

919-460-8180