

Balanced Scorecard Essentials



Course 110 - 1 Day Price: \$995

This course is a one day interactive experience designed to help balanced scorecard team members contribute to their organization's strategic management and performance improvement initiatives. It is based on the Balanced Scorecard Institute's award winning *Nine Steps to Success*[™] framework and thousands of hours of consulting and training experience in strategic planning and management. The emphasis is on shared participant experiences, lessons learned, best practices, applied exercises, reinforcement, and support.

Course runs from 8:30 am until 4:30 pm with lunch and light breakfast provided and is offered in Washington DC, Chicago, Atlanta and other cities around the world.

Course Overview

Balanced Scorecard Essentials is a one day interactive experience designed to help balanced scorecard team members contribute to their organization's strategic management and performance improvement initiatives. It is based on the Balanced Scorecard Institute's award winning *Nine Steps to Success*[™] framework and thousands of hours of consulting and training experience in strategic planning and management. The emphasis is on shared participant experiences, lessons learned, best practices, applied exercises, reinforcement, and support. Participants will learn from each other and their facilitator and leave with a toolkit of proven resources. The course covers the following topics:

- Why the balanced scorecard is still one of the most powerful and effective management tools
- Basic elements and concepts of a balanced scorecard
- How scorecards are created using Balanced Scorecard Institute's *Nine Steps to Success*[™] methodology
- How to contribute to your team's development of mission, vision, core values, and customer value proposition
- The basics of performance measure and target development
- How cascading scorecards to all levels in the organization can create strategic alignment
- How to engage leaders and employees in the organization's shared direction
- How to overcome anticipated challenges with proposed solutions

Who Should Attend

This course is recommended for managers, planners, analysts, and other members of an extended balanced scorecard development team who are seeking the best practical ideas for a successful implementation. The course is highly recommended for members of Strategic Theme teams, Objective Owner/Measurement teams, and Tier 2 Cascading teams that want to improve their contribution to the planning process. The course is also ideal for any business professional who wants to keep abreast of the latest thinking in strategic planning, alignment, management, measurement, and execution.

Course Benefits

As a participant, you will benefit by learning how:

- Key concepts of the balanced scorecard work together
- A balanced scorecard can be used to improve organizational performance
- To assist in the development of strategic objectives and performance measures
- To help your team successfully build a balanced scorecard system
- To anticipate challenges and prepare solutions for a more effective implementation
- To engage leaders and employees in the planning process
- Other organizations have used the balanced scorecard for continual improvement
- To summarize all elements of a balanced scorecard

Course Learning Objectives

Participants will develop introductory level understanding and skills related to:

- Basic concepts of the balanced scorecard and how it can be used to improve organization performance
- The development of an integrated strategic planning and management system based on the balanced scorecard using the Institute's award-winning *Nine Steps to Success™* methodology
- How they can make a more effective contribution to their extended balanced scorecard team

Course Outline

Balanced Scorecard Overview

- Basic concepts of balanced scorecard systems
- Basic concepts of performance management and measurement
- The Balance Scorecard Institute's *Nine Steps to Success™* framework for strategic planning and management

Strategic Formulation

- Program planning and strategic assessment
- Strategic foundations
- Strategic Objectives and Strategy Mapping
 - Application Exercise: Developing Strategic Objectives and Strategy Map
- Performance Measures & Strategic Initiatives
 - Application Exercise: Developing Intended Results, Performance Measures and Strategic Initiatives

Strategic Alignment

- Creating alignment through cascading scorecards
 - Application Exercise: Developing Department/Unit Level Objectives and Measures

Strategic Execution

- Scorecard Rollout
- Performance Analysis
- Evaluation
 - Application Exercise: Summarize all elements into a balanced scorecard

Summary and Next Steps

Teaching Style

Senior Associates who facilitate the program use a combination of short lectures, examples, and relevant exercises to help participants learn and apply balanced scorecard concepts. Facilitators also share proven instruments, templates, checklists, analysis tools and success stories to reinforce learning. Exercises throughout the course include:

- Define mission, vision, and perspectives
- Identify one strategic theme and capture any strategic results that could be tied to your theme
- Identify strategic objective candidate ideas and intended results
- Draw in cause-and-effect arrows to start the strategy map and capture any commentary
- Identify candidate initiative ideas for your strategic objective
- Summarize all elements into a balanced scorecard

For more information visit: <http://balancedscorecard.org/BalancedScorecardEssentials>



Feedback from other BSI courses:

"...the BSC program was one of the best professional development experiences I've ever had."

"I loved the case study exercises!"

"Very useful charts and checklists to evaluate the process of developing performance measures."

"...the case study was very supportive of understanding the process of developing and mapping strategy."

"...very practical – an easy step-by-step process that is easy to follow and implement."

