



BALANCED  
SCORECARD  
INSTITUTE

Strategy Management Group



## How a Balanced Scorecard Can Help Your Organization



**Training Workshops** at the intro and advanced levels are currently being offered in Washington DC, Atlanta, Los Angeles and other locations. Call 919.460.8180 to reserve your seat.

### Client Feedback:

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

CS, Federal Agency

"I loved the case study exercises!"

JP, Energy Company

"Very useful for developing strategic performance measures."  
WD, Non-Profit Organization

The **balanced scorecard** is a strategic planning and management system that is used extensively in business and industry, government, and nonprofit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organizational performance against strategic goals.

It can help your organization by translating high level organizational strategy into something that employees can understand and act upon in their day-to-day operations and initiatives. An effectively implemented balanced scorecard can help an organization in many ways:

- ◆ Increase focus on strategy and results instead of tasks
- ◆ Break down communication silos between departments
- ◆ Better understand and react to customer needs
- ◆ Improve organizational performance by measuring what matters
- ◆ Help leaders make better decisions based on leading performance indicators instead of lagging financial data
- ◆ Help leaders budget time and resources more effectively
- ◆ Help leaders and employees prioritize the work they do

## About the Balanced Scorecard Institute

The **Balanced Scorecard Institute**, a Strategy Management Group company, provides training and consulting services to commercial, government, and non-profit organizations in applying best practices in balanced scorecard, strategic performance management and measurement, and transformation and change management.

Products and 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 also provides, through the [balancedscorecard.org](http://balancedscorecard.org) website, a resource to obtain information, ideas and best practices based on lessons learned from extensive experience in building strategic management and performance measurement systems using the award-winning *Nine Steps to Success*<sup>®</sup> balanced scorecard methodology.

For more information about the Balanced Scorecard Institute, call 919.460.8180 or visit [www.balancedscorecard.org](http://www.balancedscorecard.org).