



Balanced Scorecard (BSC)

The 2 days introductory course

Introduction:

At the highest level, the Balanced Scorecard is a framework to help organisations to clarify their vision and strategy and translate them into operational objectives that drive both performance and behavior. It is a management system that uses measurement to provide feedback on internal processes and external outcomes in order to improve strategic performance and operational results. Over the last decade the Balanced Scorecard has become established management best practice for many of the world's leading businesses.

Learning outcome:

From this 2 days training trainees should be able to understand:

- Basic concepts of the Balanced Scorecard and how it can be used to improve organisational performance
- How the Balanced Scorecard applies to different types of organisations
- How to build and implement a balanced scorecard using various methodologies
- How to develop strategy profiles, strategy maps, and initiatives for improving organisation strategy and processes
- How to develop more meaningful performance measures
- The correct sequence of steps that are necessary to build a strategy focused organization
- How a scorecard system can drive a performance-based budget and employee accountability.

Assessment criteria:

At the end of the 2 days, trainees will be quizzed to assess their understanding.

Who should attend:

This course is recommended for executives, managers, planners and analysts who are seeking the best practical ideas in improving organisational performance and are looking for a framework in which to deliver that.

You may have never used balanced scorecards or you may have a scorecard already and are looking to develop it further.

**Methodology:**

Interactive lecture and workshops in ensuring maximum participation.

Course outline:

- Introduction
 - What is Balanced Scorecard (and what it is not)
 - Why use a Balanced Scorecard

- Measuring Business Strategy
 - Financial Perspective
 - Customer Perspective
 - Internal-Business-Process Perspective
 - Learning and Growth Perspective
 - Linking BSC Measures to the Strategy

- Managing Business Strategy
 - Achieving Strategic Alignment
 - Targets, Resource Allocation, Initiatives, and Budgets
 - Feedback and the Strategic Learning Process
 - Implementing a BSC Management Program