Strategic Planning Using the Balanced Scorecard: Turning Strategy into Reality Course

23 – 27 May 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 8178_1060143 **Date:** 23 – 27 May 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

The Balanced Scorecard puts strategy at the heart of your organization, allowing you to focus 100% of your employees' effort on achieving company objectives. The balanced scorecard and strategic planning course provides a powerful framework for rapid and effective strategy implementation, delivering breakthrough performance improvement.

Trainees will be uniquely positioned to initiate balanced scorecard change management initiatives. They aim to transform their organization's strategic plan into a tangible and actionable balanced scorecard strategic planning framework, essentially crafting a strategic plan scorecard that resonates at every level of the organization.

Targeted Groups:

- Executives.
- Managers are responsible for creating or managing a balanced scorecard.
- Financial Officers and Controllers.
- Process Managers.
- Strategic Planning Managers.

Course Objectives:

At the end of this balanced scorecard and strategic planning course, the participants will be able to:

- Translate vision and strategy into practical action and improve organizational performance.
- Understand how to use the Balanced Scorecard to drive improved performance.
- Design and build a Balanced Scorecard.
- Align the organization around common goals.
- Understand how to monitor and manage strategic performance.
- Drive operational performance improvement that is in line with the strategy.
- Communicate and manage change.
- Monitor and drive performance improvement.
- Understand how to roll out a Balanced scorecard across an organization.
- Create a personal action plan to drive performance improvement within the organization.

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Targeted Competencies:

At the end of this balanced scorecard and strategic planning course, the target competencies will be able to:

- Balance scorecard.
- Performance management.
- Change management.
- Communication skills.

Enhancing the Balanced Scorecard in Strategic Planning:

The Balanced Scorecard represents a paradigm shift in how businesses approach integrating their balanced scorecard vision and strategy with operational activities. This course's in-depth analysis of balanced scorecards in strategic planning processes provides a holistic view that integrates objectives with key performance indicators KPIs.

Through this strategic scorecard approach, participants will harness the full potential of a Balanced Scorecard as a strategic management system, ensuring that it is effectively used as a cornerstone for strategic planning and performance management.

Utilizing the techniques presented in this balanced scorecard training course to build a balanced scorecard plan will empower professionals to promote alignment within their organization and foster a culture prioritizing balanced scorecard management.

The principles of this comprehensive balanced scorecard certification are applicable across various business functions, including a balanced scorecard in human resource management, a balanced scorecard in quality management, and a balanced scorecard management overall.

Course Content:

Unit 1: A Tool for Managing Strategic Performance:

- Introduction to the Balanced Scorecard.
- Benefits of the Balanced Scorecard.
- Linking Mission and Vision to Operations.
- Application and uses of the Balanced Scorecard.
- The financial, customer, and process perspectives are detailed.
- Overview of the Balanced Scorecard creation process.
- Strategy maps and Strategic Themes.
- Strategic Measures and Strategic Targets.

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Unit 2: Developing a Balanced Scorecard:

- Create a strategy-centric organization.
- The Learning and Growth perspective in detail.
- Define strategy, identify strategic themes, and build strategic linkages.
- Engage the leadership team.
- Importance of data collection, interviews, and focus groups.
- Strategic documentation.
- Work with the Case Study.
- Strategic objectives and strategic themes.

Unit 3: Monitoring Strategic Performance:

- Purpose of strategic measures and their relationship with KPIs.
- Lead and lag measures.
- Develop appropriate measures using the Strategy Map.
- Examples of measures for each of the four perspectives.
- How to implement the Balanced Scorecard.
- Lag and lead measures.
- Determine measures and targets.
- Map strategic initiatives.

Unit 4: Implementing A Balanced Scorecard:

- Set appropriate stretch targets for each objective.
- The Strategic Management System and Performance Management.
- Map strategic initiatives for HR.
- Implementation plan.
- Bring about successful change.
- Communicate the Balanced Scorecard.
- Develop appropriate targets using the Strategy Map and Measures.
- Cascade the Balanced Scorecard across the organization.
- Strategy Review Meetings.

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Unit 5: Pulling It All Together:

- How to make it work in your organization.
- Create an outline project plan.
- Identify key roles and key players.
- Case study activities.
- Top Tips for Success.
- Create a personal plan of action.