MERCURY

# Strategic Planning Using the Balanced Scorecard Course

24 – 28 January 2027
Cairo (Egypt)



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**Ref:** 1114_273540 **Date:** 24 – 28 January 2027 **Location:** Cairo (Egypt) **Fees:** 3500 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 strategic planning using the balanced scorecard course provides a robust framework for implementing rapid and effective strategy, delivering breakthrough performance improvement.

This Balanced Scorecard course is designed to equip participants with the knowledge and skills necessary to effectively implement a balanced scorecard plan for strategic planning within their organizations.

## 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 strategic planning using the balanced scorecard 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 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:

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

## 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.

### 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.

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## 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.

## 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.

## Unit 6: Balanced Scorecard Strategy:

- Balanced scorecard strategy-focused organization.
- Cascading and simplifying a balanced scorecard.
- Strategic and critical thinking.
- Best performance management processes.
- Performance scorecards and dashboards.
- KPI documentation and policies.

# Additional Focus: Balanced Scorecard Certification and Balanced Scorecard Training

Under this heading, we explore opportunities for participants in strategic planning using the balanced scorecard course to receive a balanced scorecard certification, which enhances their credibility and expertise in strategic planning and performance management.

Moreover, organizations that cherish continuous learning can significantly benefit from tailored balanced scorecard training for their employees, ensuring that their balanced scorecard management system operates at the highest level of efficiency and effectiveness.