MERCURY

Strategic Planning Using the Balanced Scorecard: Turning Strategy into Reality

14 – 18 March 2027
Online



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Strategic Planning Using the Balanced Scorecard: Turning Strategy into Reality

Ref: 15361_305386 **Date:** 14 – 18 March 2027 **Location:** Online **Fees:** 1900 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 for strategic planning training provides a powerful framework for rapid and effective strategy implementation, delivering breakthrough performance improvement.

Within strategic planning, the Balanced Scorecard serves as a robust model to align business activities with the organization's vision and strategy. By integrating the advantages and benefits of using a Balanced Scorecard, strategic planning becomes clearer and more structured, enhancing the capacity to track performance and achieve strategic goals.

This balanced scorecard for strategic planning course thoroughly examines the application of the Balanced Scorecard as a strategic management and framework tool. Participants can effectively monitor and adjust strategic objectives, ensuring their organization's resilience and agility in the face of change.

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 for 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 for strategic planning training, the target competencies will:

- 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 & 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.

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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.

Unit 5: Pulling It All Together:

- How can you 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.