

€ TRAINING

The Balanced Scorecard in Achieving
Performance Excellence

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment.

28 April - 2 May 2025
Madrid (Spain)



The Balanced Scorecard in Achieving Performance Excellence

REF: ST1284 DATE: 28 April - 2 May 2025 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This training program is designed to equip participants with the skills to implement the Balanced Scorecard framework effectively, enabling them to enhance performance management and achieve organizational excellence. It focuses on aligning business activities with the vision and strategy of the organization, improving internal and external communications, and monitoring organizational performance against strategic goals.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the principles and components of the Balanced Scorecard.
- Develop and implement a Balanced Scorecard tailored to their organization.
- Integrate strategic objectives with measurable targets.
- Use the Balanced Scorecard to improve organizational communication and performance.
- Evaluate and refine the Balanced Scorecard to drive continuous improvement.

Targeted Audience:

- Senior Executives.
- Strategic Planners.
- Performance Management Professionals.
- Financial Analysts.
- Operational Managers.

Program Outline:

Unit 1:

Introduction to the Balanced Scorecard:

- Overview of the Balanced Scorecard and its historical development.
- Understanding the four perspectives: Financial, Customer, Internal Process, and Learning & Growth.

- The role of the Balanced Scorecard in strategic management.
- Benefits of adopting the Balanced Scorecard in modern organizations.
- Aligning the Balanced Scorecard with organizational strategy.

Unit 2:

Designing and Developing the Balanced Scorecard:

- Step-by-step guide to creating a Balanced Scorecard from scratch.
- Identifying and mapping strategic objectives across the four perspectives.
- Developing specific, measurable, achievable, relevant, and time-bound SMART performance indicators.
- Integrating qualitative and quantitative elements in the scorecard.

Unit 3:

Implementing the Balanced Scorecard:

- Strategies for effective implementation of the Balanced Scorecard in an organization.
- Engaging stakeholders and fostering buy-in throughout the organization.
- Linking the Balanced Scorecard to performance incentives and rewards.
- Addressing challenges and common pitfalls in implementation.
- Best practices for training and development to support the Balanced Scorecard.

Unit 4:

Using the Balanced Scorecard for Performance Improvement:

- Techniques for utilizing the Balanced Scorecard for ongoing performance evaluation.
- Leveraging the Balanced Scorecard for strategic decision-making.
- Regular review cycles and updates to the Balanced Scorecard.
- Monitoring and analyzing performance data to inform business strategies.
- Continuous feedback mechanisms and performance dialogues.

Unit 5:



Advancing and Innovating with the Balanced Scorecard:

- Future trends and innovations in performance management using the Balanced Scorecard.
- Adapting the Balanced Scorecard in a dynamic business environment.
- Extending the Balanced Scorecard framework beyond traditional boundaries.
- Integrating technology and software solutions for Balanced Scorecard management.
- Long-term sustainability and scalability of the Balanced Scorecard.