

# € TRAINING

Step by Step Developing Balanced  
Scorecards and KPIs

20 - 24 July 2025  
Istanbul (Turkey)





# Step by Step Developing Balanced Scorecards and KPIs

REF: H1076 DATE: 20 - 24 July 2025 Venue: Istanbul (Turkey) - Fee: 5300 Euro

## Introduction:

This training program provides a comprehensive guide to developing balanced scorecards and Key Performance Indicators KPIs effectively. It empowers participants to design and implement strategic performance measurement systems that align with organizational goals and drive performance improvements.

## Program Objectives:

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

- Understand the principles and benefits of balanced scorecards and KPIs.
- Develop and design effective KPIs aligned with strategic objectives.
- Implement balanced scorecards to monitor and manage performance.
- Analyze and interpret performance data to inform decision-making.
- Create a structured approach to continuous improvement and strategic alignment.

## Targeted Audience:

- Performance Analysts.
- Strategic Planners.
- Business Managers.
- Senior Executives.
- KPI and Scorecard Developers.

## Program Outline:

### Unit 1:

#### Introduction to Balanced Scorecards and KPIs:

- Overview of balanced scorecards and their purpose.
- Key components and benefits of using KPIs.
- Relationship between KPIs and organizational strategy.

- Key principles of performance measurement and management.

## Unit 2:

### Designing Effective KPIs:

- Identifying relevant KPIs for various organizational levels.
- Developing KPIs that are Specific, Measurable, Achievable, Relevant, and Time-bound SMART.
- Aligning KPIs with strategic goals and objectives.
- Techniques for KPI design and validation.

## Unit 3:

### Implementing Balanced Scorecards:

- Steps for developing a balanced scorecard framework.
- Integrating financial and non-financial performance indicators.
- Aligning scorecards with strategic initiatives and objectives.
- Techniques for scorecard implementation and communication.
- Monitoring and updating balanced scorecards.

## Unit 4:

### Analyzing Performance Data:

- Methods for collecting and analyzing performance data.
- Tools for data visualization and reporting.
- Techniques for interpreting KPI results and trends.
- Identifying performance gaps and areas for improvement.
- Using data insights to drive strategic decision-making.

## Unit 5:

### Continuous Improvement and Strategic Alignment:

- Creating a culture of continuous improvement.



- Adjusting KPIs and scorecards to align with evolving strategies.
- Best practices for maintaining and enhancing performance measurement systems.
- Leveraging feedback for ongoing refinement and adaptation.
- Strategies for ensuring long-term success and effectiveness.