

€ TRAINING

Strategic Planning Using the Balanced
Scorecard

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 blurred, showing a bright, modern office environment.

15 - 19 December 2024
Cairo (Egypt)



Strategic Planning Using the Balanced Scorecard

REF: ST1277 DATE: 15 - 19 December 2024 Venue: Cairo (Egypt) - Fee: 3520 Euro

Introduction:

This training program is designed to equip participants with the necessary tools to effectively integrate the Balanced Scorecard BSC methodology into strategic planning processes. It helps organizations translate strategic objectives into actionable and measurable performance metrics, ensuring alignment across all levels.

Program Objectives:

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

- Grasp the fundamentals and framework of the Balanced Scorecard.
- Develop strategic objectives and link them across various organizational perspectives.
- Implement and utilize the BSC for effective strategy execution.
- Monitor and evaluate strategic performance using the Balanced Scorecard.
- Adjust and refine strategic initiatives based on BSC feedback.

Targeted Audience:

- Senior executives and strategic planners.
- Managers responsible for performance measurement.
- Quality and process improvement professionals.
- HR managers involved in organizational development.
- Financial officers overseeing performance metrics.

Program Outline:

Unit 1:

Foundations of the Balanced Scorecard:

- Introduction to the Balanced Scorecard and its strategic importance.
- Understanding the four perspectives: Financial, Customer, Internal Process, and Learning & Growth.
- Benefits of using the BSC as a strategic management tool.

- Building a strategy map to visualize objectives and cause-effect relationships.
- Historical examples of BSC implementation in various industries.

Unit 2:

Designing and Developing the Scorecard:

- Steps to formulate and align strategic objectives using the BSC.
- Techniques for setting measurable targets and performance indicators.
- Integrating qualitative and quantitative KPIs into the BSC.
- Establishing thresholds and benchmarks for performance evaluation.
- Creating alignment between strategic objectives and operational activities.

Unit 3:

Strategy Execution and the Balanced Scorecard:

- Methods of Translating the BSC into operational plans to drive strategy execution.
- Role of the BSC in communicating strategy across the organization.
- Using the BSC to enhance employee engagement and strategic awareness.
- Tools and software that support BSC implementation and tracking.
- Challenges and solutions in deploying the BSC at an operational level.

Unit 4:

Monitoring and Reporting:

- Regular monitoring techniques using Balanced Scorecard outputs.
- Developing BSC reports and dashboards for real-time strategic oversight.
- Using BSC data to conduct performance reviews and strategic adjustments.
- Incorporating feedback mechanisms to refine and improve strategic measures.
- Case studies on effective BSC monitoring and reporting practices.

Unit 5:

Strategic Reviews and Continuous Improvement:

- Processes for conducting strategic reviews using the BSC data.
- Techniques for continuous improvement based on BSC insights.
- Strategies for revising and updating the Balanced Scorecard.
- Role of leadership in fostering a culture of continuous strategic evaluation.
- Ensuring long-term sustainability and adaptability of the BSC framework.