

€ TRAINING

The Balanced Scorecard





The Balanced Scorecard

Introduction:

This workshop introduces participants to the Balanced Scorecard BSC framework, a strategic planning and management tool that helps organizations translate their vision and strategy into actionable objectives. Through it, participants will learn how to implement the BSC to enhance performance measurement and strategic alignment.

Workshop Objectives:

At the end of this workshop, participants will be able to:

- Understand the principles and components of the Balanced Scorecard.
- Learn how to design and implement a Balanced Scorecard for an organization.
- Analyze performance across financial and non-financial perspectives.
- Develop strategies for communicating and cascading the Balanced Scorecard throughout the organization.
- Explore methods for continuous improvement and adaptation of the Balanced Scorecard.

Target Audience:

- Business leaders and executives involved in strategic planning.
- Managers responsible for performance measurement and management.
- Finance and accounting professionals looking to enhance reporting.
- Consultants specializing in organizational development and strategy.

Workshop Outline:

Unit 1:

Introduction to the Balanced Scorecard:

- Explore the origins and evolution of the Balanced Scorecard.
- Understand the four perspectives: Financial, Customer, Internal Processes, Learning & Growth.
- Discuss the role of the BSC in strategic management and performance measurement.
- Review real-world examples of BSC implementation.

- Identify the benefits and challenges of using the Balanced Scorecard.

Unit 2:

Designing Your Balanced Scorecard:

- Learn the steps to create a tailored Balanced Scorecard for your organization.
- Discuss how to define strategic objectives and key performance indicators KPIs.
- Explore the importance of aligning the BSC with organizational vision and mission.
- Review techniques for engaging stakeholders in the design process.
- Methods of developing an action plan for rolling out the Balanced Scorecard.

Unit 3:

Implementing and Sustaining the Balanced Scorecard:

- Understand the critical factors for successful implementation.
- Discuss strategies for communicating the BSC across the organization.
- Explore methods for tracking performance and adjusting strategies based on insights.
- Learn how to create a culture of accountability and performance improvement.
- Develop a framework for ongoing review and adaptation of the Balanced Scorecard.