



HR Strategy and Training

## The Balanced Scorecard: Achieving Performance

## Course Introduction

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**"The Balanced Scorecard: Achieving Performance"** is a comprehensive five-day training program designed to equip participants with the knowledge and skills necessary to implement and leverage the Balanced Scorecard (BSC) framework within their organizations.

### The performance management

The course covers the fundamental principles of performance management, strategic planning, and the four key perspectives of the Balanced Scorecard: Financial, Customer, Internal Processes, and Learning and Growth.

Through a combination of theoretical insights, practical exercises, case studies, and group activities, participants will gain a deep understanding of how to align organizational strategies with performance metrics to enhance overall performance and achieve strategic objectives.

## Target Audience

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- Executives and Senior Managers responsible for strategic planning and performance management.
- Operations Managers and Process Improvement Professionals seeking to enhance internal processes and efficiency.
- Financial Managers and Analysts aiming to integrate financial perspectives into strategic planning.
- Customer Relationship Managers and Marketing Professionals focused on customer-centric strategies.
- Human Resources and Learning and Development Professionals interested in aligning employee growth with organizational objectives.
- Anyone involved in organizational performance improvement, strategic alignment, and achieving sustainable business success.

# Learning Objectives

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At the end of the training course, participants will be able to

- **Understanding Organizational Performance:** Gain insights into the significance of measuring and managing organizational performance, exploring historical contexts and contemporary challenges.
- **Mastering the Balanced Scorecard Concept:** Comprehend the core principles and components of the Balanced Scorecard, including its perspectives and their interconnectedness.
- **Developing a Strategic Framework:** Learn to formulate and articulate organizational strategies, perform SWOT analyses, and translate strategies into clear, measurable objectives.
- **Designing Balanced Scorecard Metrics:** Acquire the skills to develop metrics for each perspective of the Balanced Scorecard, with a focus on Financial, Customer, Internal Processes, and Learning and Growth.
- **Operationalizing the Balanced Scorecard:** Explore the practical application of the Balanced Scorecard in internal processes, identifying critical success factors and enhancing operational efficiency.
- **Implementing and Sustaining the Balanced Scorecard:** Overcome challenges associated with BSC implementation, understand change management strategies, and establish a system for ongoing monitoring, evaluation, and continuous improvement.
- **Building a Culture of Continuous Improvement:** Recognize the importance of organizational culture in performance management, and learn strategies for fostering a culture of learning, adaptability, and continuous improvement.

## Course Outline

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- 01 Day One

## **Introduction to the Balanced Scorecard (BSC)**

- Understanding Organizational Performance
- Overview of Organizational Performance Metrics
- Importance of Balanced Measurement
- Historical Context of Performance Management
- Foundations of Balanced Scorecard
- Introduction to Balanced Scorecard (BSC) Concept
- Key Components: Financial, Customer, Internal Processes, Learning and Growth Perspectives
- Case Studies: Successful BSC Implementations

## **• 02 Day Two**

### **Developing a Strategic Framework**

#### **Defining Organizational Strategy**

- Aligning Business Goals with Strategic Objectives
- SWOT Analysis and Its Role in Strategy Formulation
- Setting Clear and Measurable Objectives

#### **Translating Strategy into BSC Perspectives**

- Strategy Mapping Techniques
- Linking Objectives to Performance Indicators

### **Group Activity: Drafting a Preliminary BSC for a Sample Organization**

## **• 03 Day Three**

### **Designing Balanced Scorecard Metrics**

#### **Financial Perspective Metrics**

- Key Financial Indicators
- Relationship between Financial Metrics and Overall Strategy
- Practical Exercise: Developing Financial Metrics

#### **Customer Perspective Metrics**

- Identifying Customer Needs and Expectations
- Customer Satisfaction Metrics
- Workshop: Designing Customer-Focused Metrics

## **• 04 Day Four**

### **Operationalizing the Balanced Scorecard**

#### **Internal Processes Perspective Metrics**

- Identifying Critical Internal Processes

- Efficiency and Quality Metrics
- Integrating Internal Processes with Strategy

#### **Learning and Growth Perspective Metrics**

- Employee Training and Development Metrics
- Organizational Culture Metrics

#### **Aligning Employee Growth with Organizational Strategy**

### **• 05 Day Five**

#### **Implementing and Sustaining the Balanced Scorecard**

##### **Overcoming Implementation Challenges**

- Common Pitfalls and Challenges in BSC Implementation
- Change Management Strategies
- Communication and Stakeholder Engagement

##### **Monitoring, Evaluation, and Continuous Improvement**

- Establishing a Monitoring System
- Periodic Review and Adaptation of the BSC
- Group Exercise: Developing an Implementation Plan

##### **Building a Culture of Continuous Improvement**

- Recognizing and Rewarding Performance
- Fostering a Culture of Learning and Adaptability
- Course Summary and Q&A

## **Confirmed Sessions**

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4950.00 \$	England - London
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 8, 2025	Sept. 12, 2025	5 days	4950.00 \$	Turkey - Istanbul
Nov. 16, 2025	Nov. 20, 2025	5 days	4250.00 \$	KSA - Riyadh

