



Management And Leadership

Strategic Planning Using the Balanced Scorecard

Course Introduction

To measure the overall performance in attaining the strategic objectives organizations dedicate significant time, energy, human and economic resources. Balanced scorecard is a management tool that provides stakeholders with a comprehensive measure of how the organization is progressing towards the achievement of its strategic goals. Key performance indicators are the metrics that may be the part of the balanced scorecard. KPIs are used to present actionable results across the organization.

This training course is designed to provide participants with the essential concepts related to the use and implementation of Balance Scorecard with a focus on achieving the strategy. This course aims to empower participants to develop balanced scorecard, enhance internal processes to deliver what customers want, and achieve financial success.

Target Audience

This training course is beneficial for professionals who are seeking to understand and enhance the part they play in delivering their organizations strategy.

Learning Objectives

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

- Gain a comprehensive understanding of the importance and benefits of using balanced scorecard in the business.
- Explore strategies of aligning people and resources to focus on achieving the strategy
- Obtain the expertise to develop a Balanced Scorecard from scratch, based on the organization's strategy
- Establish solutions to address challenges in implementing a Balanced Scorecard.
- Translate strategy into tangible results to be measured and monitored

Course Outline

- **01 DAY ONE**

- **Introduction to the Balanced Scorecard**

- Introduction to the Balanced Scorecard
 - Benefits of the Balanced Scorecard
 - Beginning with a Vision
 - The Financial, Customer, Process Perspectives in Detail
 - Strategy Maps and Strategic Themes
 - Lag and Lead Measures / KPIs
 - Constructing a Strategy Map

- **Understanding Strategy**

- The Balanced Scorecard Development Process
 - Understanding Organizational Strategy
 - Exploring the Strategies of Participants' Own Organizations
 - Creating a Strategy-centric Organisation
 - Engaging the Leadership Team

- **02 DAY TWO**

- **Building Strategy Maps**

- The Learning & Growth Perspective in Detail
 - Creating a Climate for Action
 - Creating Strategy Maps for Participants Own Organisations
 - Strategic Measures / KPIs
 - Linking Strategy and Business Planning

- **Building a Complete Balanced Scorecard**

- Strategic Targets
 - Mapping Strategic Initiatives

- Monitoring and reviewing the Balanced Scorecard using the latest web-based technology
 - Completing the Balanced Scorecard for Participants' Own Organizations
 - Planning for Implementation
 - Cascading the Balanced Scorecard Across an Organization
- **03 DAY THREE**

Pulling It All Together

- Reviewing and Enhancing Participants' Balanced Scorecards
- Identify Potential Pitfalls and Barriers to Implementation
- Gaining Buy-in and Ownership for the Balanced Scorecard
- Top Tips for Successful Creation and Implementation of a Balanced Scorecard
- Making a Personal Plan of Action based on the Training Seminar

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 23, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Aug. 18, 2025	Aug. 20, 2025	3 days	3250.00 \$	UAE - Dubai
Dec. 29, 2025	Dec. 31, 2025	3 days	3250.00 \$	UAE - Dubai