



# Balanced Scorecard for Strategy

## COURSE OBJECTIVE

This course, shows a step-by-step methodology to build and implement a balanced scorecard strategic management system, either public or private sector. You will have an opportunity to address some specific issues in your own.



## YOU WILL LEARN

- Basic concepts of the balanced scorecard and how it can be used to improve organization performance.
- How the balanced scorecard applies to different types of organizations

## COURSE CONTENTS

It is highly interactive course and will involve: tutorials, discussions & exercises which will cover:-

### Module I. Introduction

(Learning Objectives: Explain the concept and origin of the balanced scorecard; outline course modules; introduce the case studies; introduce participants; and discuss reference material.)

- Introductions, expectations, and participant knowledge
- Workshop objectives
- Balanced scorecard concept and origin
- Agenda, schedule, and logistics
- References
- Introduction to the examples, case study, small-group exercises, performance measurement software, and the performance scorecard toolkit

### Module II. Overview of the Balanced Scorecard (BSC)

(Learning Objectives: Explain the evolution of measurement and strategic management systems; define terms; list reasons for adopting a balanced scorecard system; identify the six steps needed to build a scorecard system and the three steps needed to implement these systems; identify challenges that need to be overcome; discuss indicators of successful systems; discuss time periods for a scorecard project; contrast the differences and similarities in scorecard systems for different organizations; discuss a typical BSC cycle.)

- Introduction to performance management and measurement
- Definitions
- Balanced scorecard history
- Reasons for undertaking a balanced scorecard project
- Similarities and differences among BSC and other performance





systems

- Advantages of using BSC performance systems
- Contrast private sector and public agency use of scorecards
- Key questions the BSC seeks to answer
- Sample BSC performance measures
- The Nine-Step Methodology for building and implementing a balanced scorecard project
- Meeting the challenges of scorecard systems Indicators of successful projects

### **Module III. Building the Balanced Scorecard**

(Learning Objectives: Identify the six building steps -- Using an organization assessment to set vision, mission and strategy, Defining strategic themes, Choosing perspectives and developing objectives, Developing a Strategic Map, Defining performance measures, Developing Initiatives

#### **EXERCISE: BUILDING YOUR ORGANIZATION'S SCORECARD**

- Using an organizational assessment to set vision, mission, and strategy
- Developing your organization's strategic themes and perspectives
- Developing objectives and performance drivers from strategic goals

#### **WHO SHOULD ATTEND**

This course is recommended for executives, managers, planners and analysts who are seeking the best practical ideas in improving organizational performance.

#### **COURSE ACCOMODATIONS**

Due to intensive nature of course it is recommended that it is taken as residential through local AFOES offices or that delegates choose a course at an easily accessible venue. In case you require Hotel accommodation, AFOES has negotiated corporate rates for most training venues associated with hotel.

#### **COURSE VENUE**

All our public courses are being conducted at carefully selected venues at leading hotels and conference locations. Delegate's comfort is our top priority and we ensure that it is well taken care of at all times. Your feedback at the end of each course will help us to meet your expectations next time when you join us for another training session.

#### **IN-HOUSE TRAINING SERVICES**

Many organizations have their own unique facilities for training their staff. This course can also be held at your premises under IRCA rules and regulation, if you wish to have IRCA registered course. It is also possible to conduct a non-registered course at your premises tailored to your particular needs. For tailored course, the number of delegates will be dependent on facilities available. Please contact local AFOES office for details.

For details on Course Fee, exact course location and/or any other specific information, please contact local AFOES office.

#### **AFOES LOCAL CONTACTS:**

**Mr. Lawrence D'Souza - Abu Dhabi**

**E-mail: [training@afoes.ae](mailto:training@afoes.ae)**

**Tel: +971 2 6763191**