



Balanced Score Cards (BSCs) in Strategic Planning

PIK257-1225 MAD-1



Place: Madrid (SPAIN)

Venue:

Start Date: 30-12-2025

End Date: 05-01-2026

PPP: £4550



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**If you can't train them,
you can't blame them!**

Short Description:

The Balanced Scorecard puts strategy at the heart of your organisation, allowing you to focus 100% of your employees' effort on the achievement of company objectives. It provides a powerful framework for the rapid and effective implementation of strategy, delivering breakthrough performance improvement. Highlights of the seminar include: • Understanding how to use the Balanced Scorecard to drive improved performance. • Building a Balanced Scorecard from scratch. • Aligning your organisation around common goals. • Stimulating activities and discussions. • Creating a personal action plan to drive performance improvement within your organisation.

Course Overview:

Objectives:

After attending this seminar, delegates will be able to:

- Translate vision and strategy into practical action and improved organisational performance.
- Understand how to monitor and manage strategic performance.
- Design and build a Balanced Scorecard.
- Drive operational performance improvement in line with strategy.
- Communicate and manage change.

Training Methodology:

The workshop is based on a combination of interactive activities – group and individual exercises, case studies and discussions – along with formal inputs. Real examples are employed to illustrate how the techniques work in practice and a case study is used to demonstrate the end-to-end process of creating and implementing a Balanced Scorecard. Delegates also create a plan of action for applying lessons learned within their own organisations.

Organisational Impact:

The key benefits to organisations include:

- Turning the organisation's vision into a practical reality.
- Delivery of improved operational performance.
- Aligning different elements of the organisation around a common strategy.
- Development and communication of strategic measures.
- Monitoring ongoing performance improvement.
- Aligning strategic initiatives to organisation strategy.

Personal Impact:

The key benefits to delegates include:

- Deeper knowledge and understanding of the Balanced Scorecard.
- A systematic methodology for developing and managing a Balanced Scorecard.
- Practical experience in the use of the Balanced Scorecard.
- Greater capability to monitor and drive performance improvement.
- Understanding of how to rollout a Balanced scorecard across an organisation.
- A personal action plan for applying learning within their own organisation.

The seminar will benefit:

- Executives.
- Managers with responsibility for creating or managing a balanced scorecard.
- Financial Officers and controllers.
- Process Managers.
- Strategic Planning Managers.

Program Outline:

Day 1: A Tool for Managing Strategic Performance

1. Introduction and benefits of Balanced Scorecards.
2. Linking Mission and Vision to operations.
3. The Financial, Customer, Process perspectives in detail.
4. Strategy maps and Strategic Themes.
5. Strategic Measures and Strategic Targets.

Day 2: Developing a Balanced Scorecard

1. Create a strategy-centric organisation.
2. The Learning & Growth perspective in detail.
3. Define strategy, identify strategic themes and build strategic linkages.
4. Engage the leadership team.
5. Importance of data collection, interviews and focus groups.
6. Strategic objectives and strategic themes.

Day 3: Monitoring Strategic Performance

1. Purpose of strategic measures and their relationship with KPIs.
2. Lead and lag measures.
3. Develop appropriate measures using the Strategy Map.
4. Examples of measures for each of the four perspectives.
5. How to implement the Balanced Scorecard.

Day 4: Implementing A Balanced Scorecard

1. Map strategic initiatives for HR.
2. Plan for implementation.
3. Bring about successful change.
4. Communicate the Balanced Scorecard.
5. Cascade the Balanced Scorecard across the organisation.

Day 5: Pulling it all together

1. Identify key roles and key players.
2. Case study activities.
3. Top Tips for success.
4. Create a personal plan of action.
5. Lessons learned from the programme.