

Balanced Business Scorecard

Introduction

At the highest level, the Balanced Scorecard is a framework to help organisations to clarify their vision and strategy and translate them into operational objectives that drive both performance and behaviour. It is a management system that uses measurement to provide feedback on internal processes and external outcomes in order to **improve strategic performance and operational results**. Over the last decade the Balanced Scorecard has become established management best practice for many of the world's leading businesses. This two-day, in-house, course covers the structure, process and challenges of building, implementing and using a Balanced Business Scorecard to improve performance and to put strategy at the centre of key management processes and systems including incentive schemes and resource/budget planning activities.

Objectives

The course is a mixture of theory and work on a case study. At the end of the course students will be able to:

- Describe the structure and typical content of a balanced business scorecard.
- Translate an organisations strategic themes and objectives into a Balanced Scorecard.
- Use a Balanced Scorecard in a management-for-results environment.
- Know how to use the Balanced Scorecard to align operational activity with strategy.
- Use best practice approaches to overcome obstacles and challenges.
- Understand the Change Management implications of implementing a Balanced Scorecard.

Course Content

- Why use a Balanced Scorecard
- Cause and effect
- 4 Perspectives of a Balanced Scorecard
- Strategic themes
- Translating strategy into operational objectives - Strategy Maps
- Measurement and target setting.
- Aligning the organisation to the strategy
- Business unit, functional, support and personal scorecards.
- Balanced Scorecard development process.
- Balanced Scorecard implementation
- Managing for results with a Balanced Scorecard
- Aligning incentive schemes
- Aligning budget/resource planning
- Balanced Scorecard and the Management of Change.

Who should attend?

The course is for executives, managers and senior staff. The course is for a maximum of 12 people. Customised courses and workshops are also available as in-house programmes.

Duration

This 2 day course is available in-house and, through delivery partners on a public basis.

Coaching

To help trainees apply their new knowledge and skills to developing a Balanced Business Scorecard for their organisation or function a coaching programme for individuals or teams can be established.

Bookings

Please contact Denis Mahoney at Business Transformation (Training and Coaching) on 01903 784783 or 07766 333294 or be email at denis.mahoney@business-transform.co.uk.