



Consulting and Training | Reach New Heights

Course Name

The Balanced Scorecard: Achieving Performance

Sector Name

HR Strategy and Training

Document Type

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The Balanced Scorecard: Achieving Performance

Course Introduction

"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.

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Target Audience

- ✓ 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.

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Learning Objectives

- ✓ 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.

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Course Outline

✓ **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

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Course Outline

✓ 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

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Course Outline

✓ **03 Day Three**

Designing Balanced Scorecard 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

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Course Outline

✓ **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

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Course Outline

✓ **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

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	4250.00 \$	UAE , Dubai
Nov. 22, 2026	Nov. 26, 2026	5 days	4250.00 \$	KSA , Riyadh
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Sept. 14, 2026	Sept. 18, 2026	5 days	4950.00 \$	Turkey , Istanbul
Sept. 28, 2026	Oct. 2, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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