



Consulting and Training | Reach New Heights

Course Name

Certificate in Strategy Management and The Balanced Scorecard

Sector Name

HR Strategy and Training

Document Type

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Certificate in Strategy Management and The Balanced Scorecard

Course Introduction

The Certificate in Strategy Management and The Balanced Scorecard is a professional development course designed to equip learners with the skills needed to design, implement, and evaluate effective business strategies using modern performance measurement frameworks.

This course focuses on the principles of strategic management, including strategic planning, competitive analysis, goal setting, and execution of organizational objectives. Participants will learn how companies develop long-term strategies to achieve sustainable growth and maintain competitive advantage in dynamic business environments.

A key component of the course is the Balanced Scorecard (BSC) framework, which is widely used by organizations to translate strategic goals into measurable performance indicators. The Balanced Scorecard evaluates business performance across four main perspectives:

- ✓ Financial perspective
- ✓ Customer perspective
- ✓ Internal business processes
- ✓ Learning and growth

Through this framework, organizations can align their operations with strategic objectives and monitor performance more effectively.

The course also covers Key Performance Indicators (KPIs), performance measurement systems, and strategic alignment techniques that help organizations track progress and improve decision-making. Learners will understand how to design performance dashboards and use data-driven insights to support strategic execution.

In addition, the program explores organizational alignment, change management, and strategic leadership, enabling participants to ensure that all departments work toward shared business goals. It also highlights how modern companies use strategy maps and performance frameworks to improve efficiency and accountability.

This course is ideal for managers, business analysts, consultants, executives, and professionals involved in planning and performance management.

By completing this certification, learners will gain the ability to build strong strategic frameworks, implement Balanced Scorecard systems, and improve organizational performance through structured and measurable strategy execution

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Target Audience

Targeting senior executives, strategy managers, business unit heads, and support function leaders in areas such as finance, HR, and IT, this program is designed to address their specific needs and challenges in strategic management.

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Learning Objectives

- ✓ Acquire skills in fostering strategic thinking and awareness among executives and managers.
- ✓ Gain insight into implementing cutting-edge techniques endorsed by leading business experts.
- ✓ Identify key challenges in your strategy development and deployment process.
- ✓ Enhance comprehension of the significance of performance measurement in strategic planning.
- ✓ Develop the ability to create and utilize balanced scorecards effectively.

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Course Outline

✓ **01 Day One**

The Meaning of Strategy

- ✓ What is strategy?
- ✓ Strategic planning vs strategy implementation
- ✓ Key elements in each phase
- ✓ Michael Porter's definition of strategy

Vision, Mission, and the Statement of Purpose

- ✓ Understanding vision and mission
- ✓ New thinking on the statement of purpose
- ✓ Criteria for good vision and mission statements
- ✓ The IKEA case study
- ✓ The Patni case study

First Steps in Strategy Development

- ✓ The five questions for strategy development
- ✓ Degrees of strategic freedom
- ✓ The Icon Water case study
- ✓ The Tata Power case study

- ✓ Understanding the Big Hairy Audacious Goal ('BHAG')

Assessing the Opportunity

- ✓ Strategic market opportunity
- ✓ Evaluating market attractiveness - 5 Forces
- ✓ Running an effective SWOT analysis
- ✓ Drawing some initial strategic conclusions

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Course Outline

✓ 02 DAY TWO

Developing Your Strategy - Strategic Themes

- ✓ Identifying sources of growth with the growth matrix
- ✓ The use of scenario planning
- ✓ Understanding strategic themes
- ✓ The chemical company case study
- ✓ The Middle East family business case study

Developing Your Strategy - Uncovering a Winning Approach

- ✓ Pathways to growth - pros and cons of different approaches
- ✓ Creating a compelling value proposition

Developing Your Strategy - Structuring Your Plan

- ✓ Steps in building a time bounded strategic plan
- ✓ Evaluating options with financial analysis
- ✓ Introducing and evaluating strategic risks

Going Digital - The Opportunity and Necessity

- ✓ Putting digital strategy into context
- ✓ The three stages of going digital
- ✓ Case study PD@GE
- ✓ Case study - Volkswagen and the Internet of Things
- ✓ Lessons for the top digital performers

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✓ **03 DAY THREE**

Introducing Blue Ocean Strategy

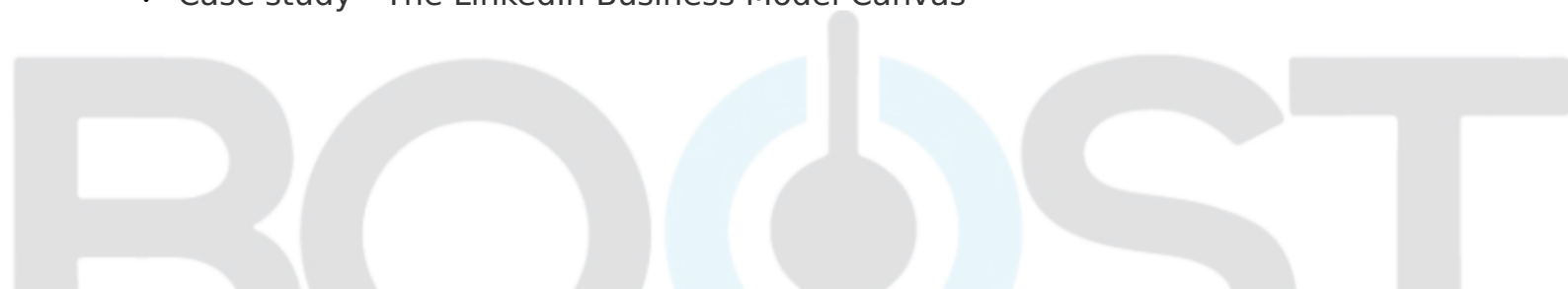
- ✓ What is Blue Ocean thinking?
- ✓ Blue and red oceans
- ✓ Key techniques from Blue Ocean thinking – ERRC; the Value Curve
- ✓ The Commerce Bank case study
- ✓ When is the Blue Ocean strategy appropriate?

Why Strategies Fail

- ✓ Causes of strategy failure
- ✓ The Strategy Focused Organization

Preparing for Implementation - The Business Model Canvas

- ✓ What is a business model canvas?
- ✓ The nine elements that define your business model
- ✓ Case study - The LinkedIn Business Model Canvas



Balanced Scorecard Part 1- An Introduction to Strategy Mapping

- ✓ What is a Balanced Scorecard?
- ✓ The value of strategy mapping
- ✓ Case study – An Australian construction firm

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✓ **04 DAY Four**

Balanced Scorecard Part 2 - Key Performance Indicators and Targets

- ✓ Linking performance indicators to your strategy map
- ✓ Criteria to design good KPIs
- ✓ KPI pitfalls
- ✓ Case study - Airport arrivals KPIs
- ✓ Three methods for target setting
- ✓ Balanced Scorecard KPIs and the link to budgeting

Balanced Scorecard Part 3 - Initiatives

- ✓ Defining an initiative
- ✓ The role of initiatives
- ✓ Identifying, prioritizing, and rejecting initiatives
- ✓ A template for initiative definition

Balanced Scorecard Part 3 - Cascading Your Balanced Scorecard

- ✓ Aligning strategy through the organisation
- ✓ Techniques of cascading
- ✓ Cascading to line business units
- ✓ Cascading to support functions

✓ How many levels should I cascade?

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✓ **05 DAY FIVE**

Aligning Your Resources - Budgeting and Resource Allocation

- ✓ The link between strategy and budget
- ✓ Understanding the need for 'Stratex.'
- ✓ Designing a new budgeting process
- ✓ Zero-based budgeting
- ✓ Beyond budgeting

Aligning Your Resources - Human Resource Planning

- ✓ The link between strategy and human resources
- ✓ Linking workforce planning to strategy
- ✓ Uncovering critical roles
- ✓ Succession planning
- ✓ Employee engagement and performance assessment

Strategic Business Performance Reporting

- ✓ What's wrong with current reporting
- ✓ Aligning your reporting to strategy
- ✓ Introducing key focusing questions
- ✓ Case study: The KiwiRail report

- ✓ The IIAA meeting approach
- ✓ Understanding the Big Hairy Audacious Goal ('BHAG')

Strategic Leadership Traits

- ✓ Managing change
- ✓ Questions in the mirror

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 22, 2026	June 26, 2026	5 days	5950.00 \$	USA , Texas
Sept. 7, 2026	Sept. 11, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Dubai
April 4, 2027	April 8, 2027	5 days	4250.00 \$	KSA , Riyadh

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