



Consulting and Training | Reach New Heights

Course Name

Balance Scorecard - Mid to Advanced

Sector Name

Finance, Accounting and Banking

Document Type

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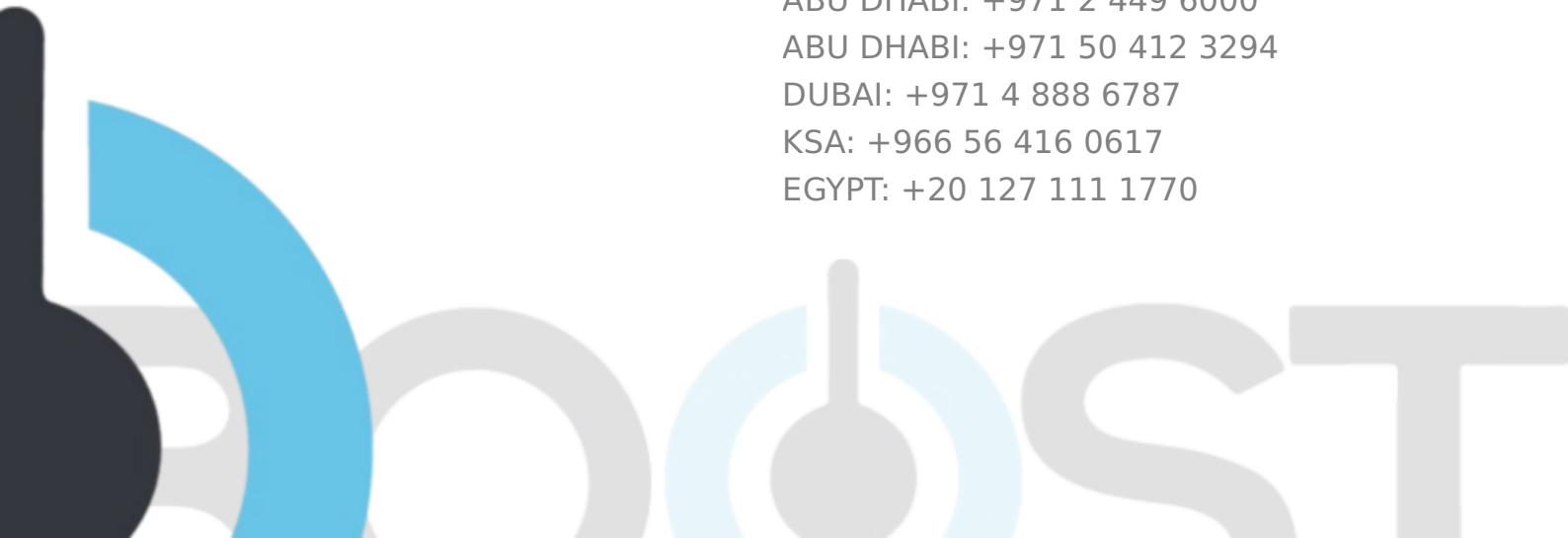
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Balance Scorecard - Mid to Advanced

Course Introduction

Measuring performance is no longer about tracking financial results alone. Modern organizations require a comprehensive framework that links strategy, execution, and performance across financial and non-financial dimensions.

Developed by **Boost**, this course provides a deep and practical understanding of the Balanced Scorecard (BSC) as a strategic performance management framework. Designed for mid-to-advanced professionals, the program focuses on how the Balanced Scorecard translates strategy into measurable objectives, aligns organizational activities, and supports informed decision-making.

Boost's Balanced Scorecard – Mid to Advanced course enables participants to design, analyze, and use balanced scorecards to drive performance, alignment, and accountability across the organization.

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Target Audience

- ✓ Mid-level and senior managers
- ✓ Strategy, performance, and planning professionals
- ✓ Finance and business analysts
- ✓ Department heads and team leaders
- ✓ Professionals involved in performance management systems

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Learning Objectives

- ✓ Understand the Balanced Scorecard as a strategic management system
- ✓ Translate organizational strategy into measurable objectives
- ✓ Design Balanced Scorecard perspectives and objectives
- ✓ Develop meaningful performance indicators aligned with strategy
- ✓ Analyze performance results across different perspectives
- ✓ Use Balanced Scorecard insights to support management decisions

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Course Outline

✓ DAY 01

Strategic Performance Management Foundations

Module 1: Performance Management Beyond Financial Metrics

- ✓ Limitations of traditional financial measurement
- ✓ The need for balanced performance perspectives
- ✓ Linking performance measurement to strategy

Module 2: Balanced Scorecard Concept and Evolution

- ✓ Origin and purpose of the Balanced Scorecard
- ✓ Balanced Scorecard as a management framework
- ✓ Difference between KPIs and Balanced Scorecard

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Course Outline

✓ Day 02

Balanced Scorecard Perspectives and Strategy Mapping

Module 3: Understanding the Four Perspectives

- ✓ Financial perspective
- ✓ Customer perspective
- ✓ Internal process perspective
- ✓ Learning and growth perspective

Module 4: Strategy Maps and Cause-and-Effect Logic

- ✓ Building strategy maps
- ✓ Defining strategic objectives
- ✓ Understanding cause-and-effect relationships

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Course Outline

✓ Day 03

Designing Objectives and Performance Measures

Module 5: Translating Strategy into Objectives

- ✓ Defining clear and measurable strategic objectives
- ✓ Aligning objectives across perspectives
- ✓ Avoiding common design mistakes

Module 6: Developing Balanced Performance Indicators

- ✓ Selecting meaningful KPIs
- ✓ Leading vs. lagging indicators
- ✓ Ensuring alignment and balance

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Course Outline

✓ Day 04

Using the Balanced Scorecard for Performance Management

Module 7: Monitoring and Analyzing Performance Results

- ✓ Reading scorecard results
- ✓ Identifying performance gaps
- ✓ Understanding performance drivers

Module 8: Aligning Initiatives and Resources

- ✓ Linking initiatives to scorecard objectives
- ✓ Prioritizing actions based on performance data
- ✓ Supporting execution through alignment

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Course Outline

✓ Day 05

Advanced Application and Continuous Improvement

Module 9: Using the Balanced Scorecard for Decision-Making

- ✓ Using scorecard insights in management discussions
- ✓ Supporting strategic reviews
- ✓ Driving accountability and ownership

Module 10: Reviewing and Improving the Balanced Scorecard

- ✓ Evaluating scorecard effectiveness
- ✓ Updating objectives and measures
- ✓ Ensuring continuous alignment with strategy

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 18, 2027	Jan. 22, 2027	5 days	5950.00 \$	USA , Los Angeles
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 9, 2027	Aug. 13, 2027	5 days	4250.00 \$	UAE , Dubai
Nov. 1, 2026	Nov. 5, 2026	5 days	4250.00 \$	Bahrain , Manama

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