

THE BALANCED SCORECARD (BSC)

OBJECTIVES

To guide current performance and to target future performance. This workshop shows participants how to use measures in 4 categories – financial performance, customer knowledge, internal business processes, and learning and growth – to align individual, organizational and cross-departmental initiatives and to identify entirely new processes for meeting customer and shareholder objectives. It shows the roadmap to becoming a strategy focused organization (SFO).

COURSE STANDARD

By the end of the course, participants will :-

- Get an overview of Balanced Scorecard methodology
- Learn to apply performance measures for their specific business
- Understand the 4 categories of performance measurement
- Get starting points to start developing the Balanced Scorecard for their own corporation in becoming a SFO
- Be exposed to related financial models of performance evaluation

COURSE DURATION: Can be packaged as :

- Evening Tea Talk (2 hours)
- 1 Day overview
- 3 Day complete workshop

COURSE OUTLINE

Module 1: BUSINESS STRATEGY AND THE BALANCED SCORECARD

- Why the best business strategies sometimes fail
- Understanding Strategy
- Converting Strategy into action plans
- 5 steps towards becoming a SFO

Module 2: ESTABLISHING YOUR BUSINESS STRATEGY

- The Strategy Meeting
- Establishing Parameters and time frames
 - SWOT Analysis
 - Financial Parameters
 - Customer Service Parameters
 - Internal Business Processes
 - Are we a learning organization ?

Module 3: BUSINESS STRATEGY MEASUREMENT

- Measuring customer perspectives of price, segmentation and the sustainable competitive edge factors
- Customer perspective - some success stories
- Internal Business Perspective - from tasks to processes
- Learning, growth, motivation and performance
- Relationship of performance measures with strategies

Module 4: MANAGING YOUR BUSINESS STRATEGY

- Achieving strategic alignment top to bottom
- Do we know how we make our money ?
- The Budgetary Control System
- The Importance of Feedback and Review

Module 5: ESTABLISHING STARTING POINTS

- By the end of this hands on-training, client will have a framework to begin the implementation of The Balanced Scorecard for their organization