



**SCANDINAVIAN ACADEMY**  
For Training and Development



# Course: Strategic Planning Using the Balanced Scorecard: Turning Strategy into Reality

| Code | City                    | hotel              | Start      | End        | price  | Hours |
|------|-------------------------|--------------------|------------|------------|--------|-------|
| 243  | Geneva<br>(Switzerland) | Hotel Meeting Room | 2024-07-15 | 2024-07-19 | 5450 € | 25    |

## Introduction

The Balanced Scorecard puts strategy at the heart of your organisation, allowing you to focus 100% of your employees' effort on the achievement of company objectives. It provides a powerful framework for the rapid and effective implementation of strategy, delivering breakthrough performance improvement.

### Highlights of the seminar include:

- Understanding how to use the Balanced Scorecard to drive improved performance
- Building a Balanced Scorecard from scratch
- Aligning your organisation around common goals
- Stimulating activities and discussions
- Creating a personal action plan to drive performance improvement within your organisation

## Objectives

### After attending this seminar, delegates will be able to:

- Translate vision and strategy into practical action and improved organisational performance
- Understand how to monitor and manage strategic performance
- Design and build a Balanced Scorecard
- Drive operational performance improvement in line with strategy
- Communicate and manage change

## Training Methodology

The workshop is based on a combination of interactive activities – group and individual exercises, case studies and discussions – along with formal inputs. Real examples are employed to illustrate how the techniques work in practice and a case study is used to demonstrate the end-to-end process of creating and implementing a Balanced Scorecard. Delegates also create a plan of action for applying lessons learned within their own organisations

## Organisational Impact



**The key benefits to organisations include:**

- Turning the organisation's vision into a practical reality
- Delivery of improved operational performance
- Aligning different elements of the organisation around a common strategy
- Development and communication of strategic measures
- Monitoring ongoing performance improvement
- Aligning strategic initiatives to organisation strategy

## **Personal Impact**

**The key benefits to delegates include:**

- Deeper knowledge and understanding of the Balanced Scorecard
- A systematic methodology for developing and managing a Balanced Scorecard
- Practical experience in the use of the Balanced Scorecard
- Greater capability to monitor and drive performance improvement
- Understanding of how to rollout a Balanced scorecard across an organisation
- A personal action plan for applying learning within their own organisation

**The seminar will benefit:**

- Executives
- Managers with responsibility for creating or managing a balanced scorecard
- Financial Officers and controllers
- Process Managers
- Strategic Planning Managers

## **SEMINAR OUTLINE**

**DAY 1 : A Tool for Managing Strategic Performance**

- Introduction to the Balanced Scorecard
- Benefits of the Balanced Scorecard
- Linking Mission and Vision to operations
- Application and uses of the Balanced Scorecard
- The Financial, Customer, Process perspectives in detail
- Overview of the Balanced Scorecard creation process
- Strategy maps and Strategic Themes
- Strategic Measures and Strategic Targets
- Lessons learned from Day 1



## **DAY 2 : Developing a Balanced Scorecard**

- Create a strategy-centric organisation
- The Learning & Growth perspective in detail
- Define strategy, identify strategic themes and build strategic linkages
- Engage the leadership team
- Importance of data collection, interviews and focus groups
- Strategic documentation
- Work with the Case Study
- Strategic objectives and strategic themes
- Lessons learned from Day 2

## **DAY 3 : Monitoring Strategic Performance**

- Purpose of strategic measures and their relationship with KPIs
- Lead and lag measures
- Develop appropriate measures using the Strategy Map
- Examples of measures for each of the four perspectives
- How to implement the Balanced Scorecard
- Lag and lead measures
- Determine measures and targets
- Map strategic initiatives
- Case study activities
- Lessons learned from Day 3.

## **DAY 4 : Implementing A Balanced Scorecard**

- Set appropriate stretch targets for each objective
- The Strategic Management System and performance management
- Map strategic initiatives for HR
- Plan for implementation
- Bring about successful change
- Communicate the Balanced Scorecard
- Develop appropriate targets using the Strategy Map and Measures
- Cascade the Balanced Scorecard across the organisation
- Strategy Review Meetings
- Case study activities
- Lessons learned from Day 4

## **DAY 5 : Pulling it all together**

- How to make it work in your organisation
- Create an outline project plan



- Identify key roles and key players
- Case study activities
- Top Tips for success
- Create a personal plan of action
- Lessons learned from the programme



**The Scandinavian Academy employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.