

# ILM<sup>®</sup> Endorsed Essentials of Balanced Scorecard

## INTRODUCTION

- This Essentials of Balanced Scorecard training seminar helps organizations to put strategy at the heart of everything they do. By translating strategy into a balanced set of objectives - covering Finance, Customer, Internal Processes and People - the Balanced Scorecard approach enables organizations to turn their strategies into operational reality. Clear measures and targets allow leaders to steer their organization towards its long-term goals, and engages managers and staff to contribute more fully to its success.
- The Balance Scorecard focuses all resources on achieving the strategy; employees are empowered to develop and perform, internal processes are enhanced to deliver what customers want, and of all this lead ultimately to financial success.

This training seminar will highlight:

- Operationalizing strategy to improve organization performance
- Integrating the Balanced Scorecard to become the nerve-center of the organization
- Engaging and empowering all employees to deliver the strategy
- Putting customer service at the heart of operations
- Enabling leaders to measure and monitor progress towards strategic objectives on a daily basis using the latest web-based technology

## OBJECTIVES

At the end of this training seminar, you will learn to:

- Build a Balanced Scorecard from scratch, based on your organization's strategy
- Overcome obstacles to implementing a Balanced Scorecard in practice
- Translate strategy into tangible results to be measured and monitored
- Align people and resources to focus on achieving the strategy
- Adjust and enhance strategy in line with a changing environment

## TRAINING METHODOLOGY

- The key to this Management & Leadership training is hands-on experience of building Balanced Scorecards from scratch for participants' own organizations. A variety of team-based activities, videos and discussion are also used to enable participants to grasp the end-to-end process of creating and implementing a Balanced Scorecard.

## ORGANISATIONAL IMPACT

- The main benefit of this Essentials of Balanced Scorecard training seminar is to help people turn an organization's vision into a practical reality.

Other benefits include:

- Delivery of improved operational performance
- Aligning different elements of the organization around a common strategy
- Monitoring ongoing performance improvement
- Communication of strategy to engage all employees
- Aligning strategic initiatives to organization strategy

## PERSONAL IMPACT

- Deeper knowledge and understanding of the link between the Balanced Scorecard and Strategic Planning
- Applying a systematic methodology for developing and managing a Balanced Scorecard
- Practical experience in the creation and use of the Balanced Scorecard
- Increased capability to monitor and drive performance improvement
- A methodical approach to rolling out a Balanced Scorecard using the latest web-based technology
- Best practice approaches to engaging stakeholders with the Balanced Scorecard

## WHO SHOULD ATTEND?

- This Essentials of Balanced Scorecard training seminar will benefit those who need to understand and enhance the part they play in delivering their organizations strategy. It is suitable to a wide range of professionals but will greatly benefit:
  - Executives
  - Managers with responsibility for creating or managing a Balanced Scorecard
  - Financial Officers and Controllers
  - Process Managers
  - Strategic Planning Managers

## Course Outline

### Introduction to the Balanced Scorecard

- Introduction to the Balanced Scorecard
- Benefits of the Balanced Scorecard
- Beginning with a Vision
- The Financial, Customer, Process Perspectives in Detail
- Strategy Maps and Strategic Themes
- Lag and Lead Measures / KPIs
- Constructing a Strategy Map

### Understanding Strategy

- The Balanced Scorecard Development Process
- Understanding Organizational Strategy
- Exploring the Strategies of Participants' Own Organizations
- Creating a Strategy-centric Organisation
- Engaging the Leadership Team

### Building Strategy Maps

- The Learning & Growth Perspective in Detail
- Creating a Climate for Action
- Creating Strategy Maps for Participants Own Organisations
- Strategic Measures / KPIs
- Linking Strategy and Business Planning

### Building a Complete Balanced Scorecard

- Strategic Targets
- Mapping Strategic Initiatives
- Monitoring and reviewing the Balanced Scorecard using the latest web-based technology
- Completing the Balanced Scorecard for Participants' Own Organizations
- Planning for Implementation
- Cascading the Balanced Scorecard Across an Organization

## Pulling It All Together

- Reviewing and Enhancing Participants' Balanced Scorecards
- Identify Potential Pitfalls and Barriers to Implementation
- Gaining Buy-in and Ownership for the Balanced Scorecard
- Top Tips for Successful Creation and Implementation of a Balanced Scorecard
- Making a Personal Plan of Action based on the training seminar