

Strategic Planning with Balanced Scorecard: 5-Day Course

Management & Leadership
Tunis (Tunisia)
12 - 16 Oct 2025

UK Traininig

PARTNER

The background of the entire page features a grayscale checkered chessboard. In the foreground, several chess pieces are visible: a silver pawn on the left, a silver pawn in the center, and a large gold king piece on the right. In the background, there are concentric circles emanating from the center, creating a ripple effect.

Strategic Planning with Balanced Scorecard: 5-Day Course

Ref: 32116_126778 **Date:** 12 - 16 Oct 2025 **Location:** Tunis (Tunisia) **Fees:** 3700 **Euro**

Course Description

This intensive 5-day course equips participants with the knowledge and skills to develop and implement effective strategic plans using the Balanced Scorecard methodology. Attendees will learn to align organizational objectives, develop key performance indicators, and drive performance across multiple perspectives.

Learning Objectives

- Understand the principles and components of the Balanced Scorecard
- Develop strategic objectives and create strategy maps
- Design and implement effective performance measures and KPIs
- Align organizational resources with strategic priorities
- Learn to cascade the Balanced Scorecard throughout the organization
- Develop skills to monitor and adapt strategy execution

Course Modules

Day 1: Introduction to Strategic Planning and Balanced Scorecard

- Overview of strategic planning concepts
- Introduction to the Balanced Scorecard framework
- The four perspectives: Financial, Customer, Internal Processes, Learning & Growth
- Benefits and challenges of implementing a Balanced Scorecard

Day 2: Developing Strategic Objectives and Strategy Maps

- Defining organizational vision and mission
- Identifying strategic themes and objectives
- Creating cause-and-effect relationships
- Constructing strategy maps
- Aligning objectives across perspectives

Day 3: Designing Performance Measures and KPIs

- Characteristics of effective performance measures
- Developing lead and lag indicators
- Setting targets and thresholds
- Balancing financial and non-financial measures

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

UK Training
PARTNER

- Creating a measurement framework

Day 4: Cascading the Balanced Scorecard and Strategic Initiatives

- Cascading strategies to business units and departments
- Aligning individual goals with organizational objectives
- Identifying and prioritizing strategic initiatives
- Resource allocation and budgeting
- Developing action plans and timelines

Day 5: Implementation, Monitoring, and Adaptation

- Implementing the Balanced Scorecard: best practices and pitfalls
- Establishing a performance management system
- Monitoring and reporting on strategic progress
- Adapting the strategy based on performance feedback
- Continuous improvement and strategy refinement

Practical Wins for Participants

- Develop a draft strategy map for their organization
- Create a set of balanced KPIs aligned with strategic objectives
- Design a cascading plan to align departments and individuals
- Construct an implementation roadmap for Balanced Scorecard adoption

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board has a checkered pattern, and there are concentric circles in the background.

UK Training
PARTNER

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335