

Strategic Planning with Balanced Scorecard: 5-Day Course

Management & Leadership
Casablanca (Morocco)
06 - 10 Oct 2025

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Strategic Planning with Balanced Scorecard: 5-Day Course

Ref: 32116_129306 **Date:** 06 - 10 Oct 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 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 king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver.

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- 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.

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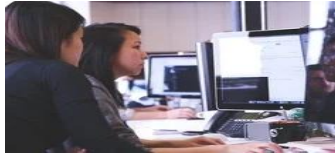
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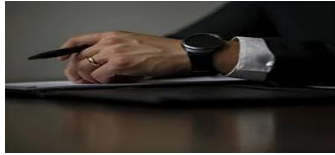
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