

# Strategic Planning Using Balanced Scorecard

Management & Leadership  
Dubai (UAE)  
16 - 20 Mar 2025

UK Training

# PARTNER



## Strategic Planning Using Balanced Scorecard

**Ref:** 32116\_129730 **Date:** 16 - 20 Mar 2025 **Location:** Dubai (UAE) **Fees:** 3900 Euro

### 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.

### Course Objectives of Strategic Planning Using Balanced Scorecard

- 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 the strategy
- Communicate and manage change

### Strategic Planning Using Balanced Scorecard Course Outlines

#### 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

#### Day 2

##### Developing a Balanced Scorecard

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training  
**PARTNER**

- 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

### 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

### 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

### 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

UK Training

**PARTNER**



- Lessons learned from the programme.

## Blackbird training cities

Accra1 (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

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 Traininig  
**PARTNER**



## Blackbird Training Category



Human Resources



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



UK Training  
**PARTNER**



**BLACKBIRD**  
FOR TRAINING

**LONDON TRAINING PROVIDER**



[www.blackbird-training.com](http://www.blackbird-training.com)



[training@blackbird-training.com](mailto:training@blackbird-training.com)



+44 7480 775526 / +44 7401 177335