

# Strategic Planning Using Balanced Scorecard

Management & Leadership  
Malaga (Spain)  
03 - 07 Mar 2025

UK Training

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## Strategic Planning Using Balanced Scorecard

**Ref:** 32116\_132991 **Date:** 03 - 07 Mar 2025 **Location:** Malaga (Spain) **Fees:** 4400 **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

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- 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

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- Lessons learned from the programme.

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