

## Strategic Planning with Balanced Scorecard: 5-Day Course

26 – 30 July 2027  
Barcelona (Spain)

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features a series of concentric, light gray circles that create a sense of depth and focus on the king piece.

## Strategic Planning with Balanced Scorecard: 5-Day Course

**Ref:** 32116\_156685 **Date:** 26 – 30 July 2027 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

### Why This Course

Organizations today operate in complex, fast-moving environments where strategic clarity, alignment, and performance measurement are essential. The Balanced Scorecard BSC has emerged as one of the most powerful and widely adopted frameworks for translating strategy into action, aligning resources, and driving sustainable results across the enterprise.

The Balanced Scorecard Strategic Planning Program is an intensive 5-day course designed to equip participants with the skills to build, implement, and manage strategic plans grounded in the BSC methodology. Through practical exercises, real-world case studies, and expert guidance, attendees will learn how to transform organizational vision into measurable objectives and drive strategy execution at every level.

### What You'll Learn and Practice

By the end of this program, participants will be able to:

- Apply the principles and core components of the Balanced Scorecard framework
- Develop strategic objectives and translate them into coherent strategy maps
- Design effective KPIs, lead and lag indicators, and performance measurement systems
- Align resources, initiatives, and teams with organizational strategy
- Cascade the Balanced Scorecard across departments and individual roles
- Monitor, evaluate, and adapt strategy execution for continuous improvement

### The Program Flow

#### Day 1 - Introduction to Strategic Planning & the Balanced Scorecard

- Foundations of strategic planning and organizational alignment
- Overview of the Balanced Scorecard: structure, methodology, and evolution
- The four perspectives: Financial, Customer, Internal Processes, Learning & Growth
- Benefits, challenges, and success factors for BSC implementation

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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. The text 'UK Training PARTNER' is overlaid on the board.

## Day 2 - Developing Strategic Objectives & Strategy Maps

- Clarifying vision, mission, and strategic direction
- Identifying strategic themes and translating them into objectives
- Building cause-and-effect relationships between objectives
- Constructing strategy maps that visualize organizational priorities
- Ensuring alignment across all four BSC perspectives

## Day 3 - Designing Performance Measures & KPIs

- Characteristics of effective performance measures
- Developing lead and lag indicators that drive performance
- Setting strategic targets, thresholds, and performance ranges
- Balancing financial and non-financial metrics for holistic performance
- Building a complete KPI and measurement framework

## Day 4 - Cascading the Balanced Scorecard & Strategic Initiatives

- Cascading strategy maps and objectives to divisions and departments
- Aligning team and individual goals with organizational strategy
- Identifying, prioritizing, and managing strategic initiatives
- Resource allocation, budgeting, and initiative planning
- Developing actionable plans and implementation timelines

## Day 5 - Implementation, Monitoring & Adaptation

- Best practices for launching and sustaining BSC implementation
- Establishing a performance management system and review cycles
- Monitoring progress through dashboards and strategic reports
- Using performance feedback to refine objectives and adapt strategies
- Embedding continuous improvement into the strategic cycle

## Practical Wins for Participants

Participants will complete the program prepared to:

- Develop a draft strategy map tailored to their organization's priorities
- Create a balanced and aligned KPI set that supports strategic goals
- Design a cascading plan to ensure alignment at all organizational levels
- Construct a clear implementation roadmap for Balanced Scorecard adoption

## Organizational Impact

Organizations benefit through:

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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 is checkered, and there are concentric circles in the background.

- Stronger alignment between strategy, operations, and performance
- Improved clarity, accountability, and data-driven decision-making
- Enhanced strategic execution through coordinated initiatives
- Sustainable performance improvement across all departments

## Training Methodology

This program integrates:

- Real-world BSC case studies and strategy development exercises
- Interactive workshops for KPI creation, strategy maps, and cascading
- Group discussions, simulations, and application of best practices
- Expert-led guidance on modern performance management trends

## Beyond the Course

Participants return ready to:

- Lead Balanced Scorecard development and implementation initiatives
- Strengthen strategic alignment within their organizations
- Drive data-driven performance improvement and ongoing strategy refinement
- Build a culture of accountability, transparency, and strategic focus

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