Comprehensive Balanced Scorecard Strategy Training Course

30 August – 3 September 2027
Madrid (Spain)



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Why This Course

The Balanced Scorecard is a powerful strategic management tool that helps organizations translate vision and strategy into measurable objectives, clear KPIs, aligned initiatives, and practical performance management routines. When implemented effectively, it connects financial results, customer value, internal processes, and organizational learning into one integrated system for strategic execution.

This intensive 1-week Balanced Scorecard Training program equips participants with the knowledge and tools needed to design, implement, cascade, and manage a Balanced Scorecard system. The course covers BSC fundamentals, the four perspectives, strategy mapping, cause-and-effect relationships, KPI development, targets, dashboards, data reporting, cascading, change management, technology support, performance review meetings, and continuous improvement. Through case studies and practical exercises, participants will learn how to build a BSC framework that supports strategic alignment and better decision-making.

What You'll Learn and Practice

By joining this program, you will:

- Understand the core concepts and benefits of the Balanced Scorecard.
- Apply the four BSC perspectives: Financial, Customer, Internal Processes, and Learning & Growth.
- Identify common BSC implementation challenges and success factors.
- Develop strategic objectives aligned with organizational vision and strategy.
- Create strategy maps with clear cause-and-effect relationships.
- Select and design meaningful Key Performance Indicators.
- Set targets, thresholds, and performance measures.
- Design scorecards and dashboards for performance monitoring.
- Build data collection and reporting processes.
- Cascade the Balanced Scorecard across departments and teams.
- Integrate BSC with existing management systems.
- Apply change management and employee engagement techniques.
- Manage performance review meetings and continuous improvement.



The Program Flow

Day 1: Balanced Scorecard Fundamentals

- Understand BSC concepts, purpose, and methodology.
- Explore the four perspectives of the Balanced Scorecard.
- Identify how BSC supports strategy execution and organizational alignment.
- Review benefits, limitations, and implementation challenges.
- Analyze case studies of successful BSC implementations.

Day 2: Strategy Mapping

- Develop clear strategic objectives.
- Create cause-and-effect relationships between objectives.
- Build effective strategy maps.
- Align organizational vision, mission, and strategy with measurable outcomes.
- Translate strategic priorities into practical performance themes.

Day 3: Key Performance Indicators

- Select and develop KPIs aligned with strategic objectives.
- Define KPI formulas, data sources, ownership, and reporting frequency.
- Set targets, thresholds, and performance expectations.
- Design scorecards and dashboards for decision-making.
- Establish data collection and reporting processes.

Day 4: BSC Implementation

- Cascade the Balanced Scorecard throughout the organization.
- Align departmental, team, and individual scorecards with corporate strategy.
- Integrate BSC with planning, budgeting, reporting, and performance management systems.
- Apply change management techniques to support adoption.
- Explore technology solutions for BSC management and reporting.

Day 5: BSC Management and Continuous Improvement

- Conduct performance review meetings using BSC results.
- Analyze performance gaps and identify corrective actions.
- Adapt the BSC when strategies or priorities change.
- Apply best practices for long-term BSC success.
- Develop a practical action plan for BSC implementation.



Individual Impact

- Build confidence in using the Balanced Scorecard as a strategic management tool.
- Strengthen skills in strategy mapping, KPI development, and performance reporting.
- Improve ability to align objectives, measures, targets, and initiatives.
- Gain practical tools for cascading strategy across departments and teams.
- Develop stronger capability in performance review and continuous improvement.

Work Impact

- Improve strategic alignment across the organization.
- Strengthen performance measurement and accountability.
- Support better decision-making through relevant KPIs and dashboards.
- Improve communication of strategy across teams and departments.
- Enhance execution discipline through regular review, reporting, and improvement cycles.

Training Methodology

This program combines Balanced Scorecard concepts with practical implementation through:

- BSC framework and four-perspective analysis exercises.
- Strategy mapping workshops.
- KPI design and target-setting activities.
- Scorecard and dashboard development exercises.
- Cascading and implementation planning case studies.
- Performance review and continuous improvement simulations.

Beyond the Course

Upon completion, participants will be able to:

- Develop customized strategy maps for their organizations.
- Create relevant KPIs aligned with strategic objectives.
- Design scorecards and dashboards for performance monitoring.
- Build implementation plans for Balanced Scorecard adoption.
- Cascade BSC across departments and teams.
- Manage and improve BSC systems for long-term strategic success.

