

Balanced Scorecard Mastery: Achieving Performance Excellence

23 – 27 August 2027
Paris (France)

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Why This Course

Organizations often develop strong strategies but struggle to translate them into measurable actions, daily priorities, and clear performance results. Without a structured performance management system, teams may focus on activities rather than outcomes, and leaders may find it difficult to monitor progress, align departments, and make informed strategic decisions.

The Balanced Scorecard provides a practical framework for connecting strategy with performance. It helps organizations define strategic objectives, build meaningful measures, set targets, align initiatives, and monitor results across multiple perspectives such as financial performance, customers, internal processes, and learning and growth.

This intensive 5-day course provides participants with a comprehensive understanding of the Balanced Scorecard framework and its application in achieving organizational excellence. Through practical tools, strategy mapping exercises, case studies, dashboards, and implementation planning, participants will learn how to design, implement, cascade, and continuously improve a BSC system tailored to their organization.

What You'll Learn and Practice

By joining this program, you will:

- Understand the core principles, structure, and value of the Balanced Scorecard framework.
- Explore the evolution of performance management systems.
- Identify strategic objectives across the main Balanced Scorecard perspectives.
- Translate vision, mission, and strategy into measurable objectives.
- Develop a strategy map that shows cause-and-effect relationships.
- Select relevant KPIs, targets, and strategic initiatives.
- Create a practical BSC implementation plan.
- Align organizational processes and activities with strategic objectives.
- Cascade the Balanced Scorecard across departments, teams, and functions.
- Develop BSC dashboards, reports, and performance review routines.
- Use Balanced Scorecard insights for strategic decision-making.
- Integrate the BSC with other management tools and continuous improvement practices.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has a subtle grid pattern.

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The Program Flow

Day 1: Introduction to the Balanced Scorecard

- Evolution of performance management systems.
- Understanding the purpose and value of the Balanced Scorecard.
- Core principles and perspectives of the Balanced Scorecard.
- Financial, customer, internal process, and learning and growth perspectives.
- Benefits and challenges of implementing a BSC system.
- Common reasons performance systems fail and how to avoid them.
- Case studies of successful Balanced Scorecard implementations.

Day 2: Designing the Balanced Scorecard

- Defining organizational vision, mission, and strategy.
- Translating strategy into clear strategic themes and objectives.
- Identifying strategic objectives across BSC perspectives.
- Developing a strategy map.
- Understanding cause-and-effect relationships between objectives.
- Selecting key performance indicators.
- Setting targets, initiatives, owners, and timelines.
- Workshop: Building the first draft of a Balanced Scorecard framework.

Day 3: Implementing the Balanced Scorecard

- Creating a practical BSC implementation plan.
- Defining governance, roles, responsibilities, and reporting cycles.
- Aligning organizational processes with BSC objectives.
- Cascading the BSC throughout the organization.
- Linking departmental and individual objectives to strategic priorities.
- Overcoming implementation challenges and resistance.
- Change management strategies for BSC adoption.
- Practical exercise: Designing a BSC cascading and implementation roadmap.

Day 4: Managing and Monitoring Performance

- Establishing a performance measurement system.
- Data collection, validation, and analysis techniques.
- Creating BSC dashboards and performance reports.
- Visualizing strategic performance clearly for decision-makers.
- Using BSC results for strategic reviews and decision-making.
- Continuous improvement and adaptation of the BSC system.
- Workshop: Designing a BSC dashboard and performance review process.

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Day 5: Advanced BSC Topics and Practical Application

- Integrating the Balanced Scorecard with other management tools.
- Connecting BSC with budgeting, risk management, KPIs, and strategic planning.
- Applying BSC in different organizational types, including private sector, non-profit, and government.
- Technology solutions for BSC management and reporting.
- Hands-on workshop: Developing a customized BSC for your organization.
- Action planning and next steps.
- Final activity: Presenting a Balanced Scorecard framework and implementation plan.

Individual Impact

- Strengthen your understanding of strategy execution and performance management.
- Build practical skills in designing Balanced Scorecard frameworks.
- Improve your ability to select meaningful KPIs, targets, and initiatives.
- Gain confidence in creating strategy maps and performance dashboards.
- Enhance your ability to align strategic objectives with operational activities.
- Develop tools for monitoring performance and supporting strategic decisions.

Work Impact

- Improve alignment between strategy, operations, and performance measures.
- Strengthen visibility of strategic progress across the organization.
- Support better decision-making through structured performance information.
- Improve accountability by linking objectives, measures, owners, and initiatives.
- Enable more effective strategy cascading across departments and teams.
- Build a stronger performance culture focused on results, learning, and continuous improvement.

Training Methodology

This program combines Balanced Scorecard concepts with practical implementation exercises. Participants will work through the full BSC cycle from strategy clarification to dashboard design and action planning. Learning methods include:

- Interactive discussions and guided facilitation.
- Balanced Scorecard case studies and examples.
- Strategy mapping workshops.
- KPI selection and target-setting exercises.
- BSC cascading and implementation planning activities.
- Dashboard and reporting design practice.
- Group projects, peer review, and facilitator feedback.
- Practical templates, checklists, and implementation guides.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Beyond the Course

Upon completion, participants will be equipped to design, implement, and improve a Balanced Scorecard system with confidence and structure. They will return ready to:

- Develop a customized Balanced Scorecard framework for their organization.
- Build strategy maps that connect objectives and performance drivers.
- Select KPIs, targets, and initiatives aligned with strategic goals.
- Cascade the BSC across departments and teams.
- Create dashboards and reports that support performance reviews.
- Develop an action plan for BSC implementation, improvement, and long-term sustainability.

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