



course : The Balanced Scorecard: Achieving Performance Excellence

City :	Doha	Hotel :	The Ritz-Carlton, Doha
Start Date :	2025-11-16	End Date :	2025-11-20
Period :	1 Week	Price :	3950 \$

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Course Overview

In today's competitive business environment, organizations need more than just operational efficiency—they require a structured approach to align activities with strategic goals and measure performance effectively. The Balanced Scorecard is a powerful management tool that enables organizations to translate their vision and strategy into actionable objectives across four perspectives: Financial, Customer, Internal Processes, and Learning & Growth.

This training program equips participants with the knowledge and skills to design, implement, and leverage the Balanced Scorecard to drive organizational performance, improve communication, and achieve sustainable results. Through a combination of interactive workshops, case studies, and practical exercises, participants will gain hands-on experience in applying the Balanced Scorecard to real-world organizational challenges.

Course Objectives

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

- Understand the principles, components, and strategic value of the Balanced Scorecard.
- Develop and implement a Balanced Scorecard tailored to their organization.
- Align strategic objectives with measurable targets across all four perspectives.
- Use the Balanced Scorecard to enhance organizational communication and performance.
- Evaluate and refine the Balanced Scorecard for continuous improvement and long-term success.

Target Audience

- Senior Executives and Leaders
- Strategic Planners
- Performance Management Professionals
- Financial Analysts
- Operational Managers

Methodology

Interactive and practical approach: Combines presentations, group exercises, case studies, and real-life organizational examples.

Hands-on exercises: Participants will develop and apply a Balanced Scorecard for their own organization.

Group discussions and feedback: Encourage peer learning and problem-solving.

Continuous engagement: Role-plays, simulations, and workshops ensure participants can immediately apply the concepts.

Course Outline

Day 1: Introduction to the Balanced Scorecard

- Overview and historical development of the Balanced Scorecard
- Understanding the four perspectives: Financial, Customer, Internal Process, Learning & Growth
- Role of the Balanced Scorecard in strategic management
- Benefits of adopting the Balanced Scorecard
- Aligning the Balanced Scorecard with organizational strategy

Day 2: Designing and Developing the Balanced Scorecard

- Step-by-step creation of a Balanced Scorecard
- Mapping strategic objectives across the four perspectives
- Developing SMART performance indicators
- Integrating qualitative and quantitative measures

Day 3: Implementing the Balanced Scorecard

- Strategies for effective organizational implementation
- Engaging stakeholders and securing buy-in
- Linking the Balanced Scorecard to incentives and rewards
- Addressing challenges and common pitfalls
- Best practices for supporting Balanced Scorecard adoption

Day 4: Using the Balanced Scorecard for Performance Improvement

- Techniques for ongoing performance evaluation
- Leveraging the Balanced Scorecard for strategic decision-making
- Conducting regular review cycles and updates

- Monitoring and analyzing performance data
- Continuous feedback mechanisms and performance dialogues

Day 5: Advancing and Innovating with the Balanced Scorecard

- Future trends and innovations in performance management
- Adapting the Balanced Scorecard in dynamic environments
- Extending the framework beyond traditional boundaries
- Integrating technology and software solutions
- Ensuring long-term sustainability and scalability