

Course 201: Balanced Scorecard Professional Certification (BSP) by the Balanced Scorecard Institute and the George Washington University School of Professional Studies



Course 201 - 5 Days Price: AUD\$4,980

This course combines the material in the *Introduction to the Balanced Scorecard* and the *Advanced Balanced Scorecard* courses into a single, 5-day course.

Beginning with the foundational *Nine-Step* process covered in the *Introduction* course and then continuing into the real life nuances and complications addressed in the *Advanced* course, this course covers the entire range of balanced scorecard topics - organisation development, change management and communications planning, strategic planning, objectives and strategy mapping, performance measures and target setting, strategic initiative prioritization, automation, cascading, and strategic management. The course covers scorecard development in business, government, and non-profit organisations. Price includes access to the BSP online certification exam!

Course Overview

This course combines the Institute's *Introduction to the Balanced Scorecard* and the *Advanced Balanced Scorecard* courses into a fast-paced five-day course. The emphasis is on shared participant experiences, lessons learned, and best practices. Small-group exercises are used to reinforce the lectures, and participants are encouraged to bring their organisation's strategic planning material to share with the class and receive instructor feedback offline as time permits.

Topics covered by the course include:

- Basic concepts of the balanced scorecard and how it can be used to improve organisation performance
- How the balanced scorecard applies to different types of organisations
- How to build and implement a balanced scorecard using the Institute's award-winning nine-step methodology
- How to develop meaningful performance measures and targets
- How a system can drive a performance-informed budget and accountability
- How to get performance information throughout the organisation to better inform decision making through scorecard automation
- How to cascade the scorecard to all levels of an organisation
- How to design and implement a scorecard where other frameworks have already been introduced
- How to revise poorly designed scorecard elements
- How to overcome obstacles and real world challenges
- How to evaluate planning documents and processes

Who Should Attend

This course is recommended for executives, managers, planners and analysts who are part of a balanced scorecard development team and are seeking the best practical ideas for improving organisational performance.

Course Benefits

Participants will understand key concepts of the balanced scorecard, and why it is gaining so much attention in corporate, nonprofit, and governmental organisations. Participants will learn a systematic, nine-step methodology for building and implementing the balanced scorecard, based on the performance management theory developed at Harvard University and the Institute's international balanced scorecard consulting experience.

Hands-On Training

Through case studies and a series of interactive small-group workshops, participants will apply the balanced scorecard concepts to meet the challenges facing a typical organisation. Exercises performed throughout this course include:

- Launching a BSC program and establishing work teams
- Incorporating communications planning and change management into the scorecard development process
- Use an organisational assessment to set vision, mission, and strategy
- Understand who your customers and stakeholders are and what they need from your organisation
- Develop an organisation's strategic themes, strategic results, and perspectives
- Develop and refine strategic objectives and strategy maps
- Develop and refine performance measures and targets, aligned to strategy
- Develop & prioritize new initiatives to execute strategy
- Sustain the scorecard with a Strategy Management Office
- Define enterprise performance information requirements and select software

Course Learning Objectives

Building a Balanced Scorecard System

Topics: the evolution of measurement and strategic management systems; the history of the balanced scorecard; reasons for adopting a balanced scorecard system; the Institute's Nine Steps to Success™ framework; the six steps needed to build a scorecard system and the three steps needed to implement these systems; how to contribute and lead a balanced scorecard team; scorecard system components and how each component contributes to a management system.

Implementing a Balanced Scorecard

Topics: how to implement a scorecard system; how to automate the scorecard system; how to cascade the scorecard system to business and support units, and to teams and individuals; how to evaluate the management system; how to use scorecard information to improve performance.

Communication, Change Management and Facilitation

Topics: how interactive communications and engaged leadership are key components of the scorecard development process; how to plan for and implement change; recognition, rewards, and incentives in scorecard systems, techniques of facilitation; how to facilitate scorecard development workshops.

Advanced Scorecard Development & Implementation

Topics: advanced techniques for scorecard program planning; change management; organisation assessment; developing strategic objectives and strategy mapping; performance measurement identification, definition, evaluation and visualization; strategic initiative identification and prioritization; building or revising a scorecard in a scenario where other planning models exist; scorecard and strategic plan evaluation and analysis; and managing and sustaining a scorecard system.

This course is the first half of the Balanced Scorecard Institute's 10 day professional certification program leading to certification as a Balanced Scorecard Master Professional



Feedback from past participants:

"...the BSC program was one of the best professional development experiences I've ever had."

"I loved the case study exercises!"

"Very useful charts and checklists to evaluate the process of developing performance measures."

"...the case study was very supportive of understanding the process of developing and mapping strategy."

"...very practical – an easy step-by-step process that is easy to follow and implement."

"...good information on what we need to do at our respective workplaces to effectively cascade the balanced scorecard."

