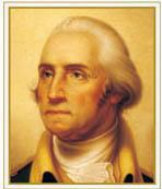


Course 202: Balanced Scorecard Master Professional Certification (BSMP) (by the US Balanced Scorecard Institute)



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

Offered in association
with the **George
Washington University
College of Professional
Studies**

Course 202 - 5 Days

AUD\$4,980

Balanced Scorecard Master Professional (BSMP) status is the highest certification level by the Balanced Scorecard Institute. The course includes:

- 1) A program of study made up of lectures, case studies, small group exercises & software demonstrations.
- 2) Practical application development and presentation, with each participant/team presenting an application example to the class.
- 3) Advanced balanced scorecard topics.
- 4) A certification exam.



Program Overview

The Balanced Scorecard Master Professional Certification, offered in association with the George Washington University College of Professional Studies, is a comprehensive program on leading a balanced scorecard planning and management system implementation. The program is ideal for participants charged with building, implementing, managing, and sustaining balanced scorecard planning and management systems. It was developed by the Balanced Scorecard Institute for members of internal balanced scorecard teams who want to learn how to build, deploy, and sustain scorecard systems, and for anyone who wants to incorporate lessons learned and best practices into the development of a strategic management system.

The program provides participants with background and resources in all areas that are important to lead or participate on a team to build, implement, and sustain a balanced scorecard planning and management system in their organisation. It includes in-depth study of strategic thinking, strategic planning, organisation assessment, strategy mapping, performance measures and target setting, strategic initiatives, automation, cascading and strategic management.

This program is based on the Institute's Nine Steps to Success™ balanced scorecard framework, and expands on other training workshops with additional process substance in each step, more advanced exercises, one-on-one interaction with senior staff, and additional resource material, software tools and templates.

You Will Learn:

- Comprehensive approaches to strategic planning, strategic management, performance measurement and target setting, initiative prioritisation, performance information systems, and program evaluation
- The Institute's Nine Step methodology for building and implementing *balanced* scorecard planning and management systems
- Organisation development practices, such as SWOT analysis, employee assessment planning, customer and stakeholder identification, and balanced scorecard program planning
- Modern approaches to strategic thinking and strategy mapping
- Communications strategy development and change management aspects of the balanced scorecard journey
- Facilitation and coaching skills necessary to lead team workshops in the development of a balanced scorecard system for your organisation
- How to select appropriate software to collect and report performance information throughout the organisation
- How to cascade the enterprise scorecard throughout the organization



Feedback from past participants:

"I loved the case study exercises!"

"...went much deeper into the subject of organisation assessment than I ever thought it would; this was really very good."

"...the methodologies in this presentation are a powerful medium for achievement of the right strategic objectives."

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

"...I would recommend that this educational opportunity be required for all public and nonprofit organisations."



Why Get Certified?

There has never been a better time to accelerate your career in strategic planning and balanced scorecard facilitation, and earning a certification is a great way to do just that. Even if you have been working with balanced scorecards for 15 years, certifications are an excellent way to market yourself and stand out from the crowd. Earning certifications shows a potential employer (and your current one) that you are willing to go the extra mile.

Program Benefits

This program is made up of hands-on workshops taught by our senior Associates, and is designed to enable anyone involved with developing a balanced scorecard system to act as a coordinating change agent/internal consultant to lead and develop a scorecard system. Instructors will work closely with each participant. Participants will learn how to develop balanced scorecards and apply them in their own organisations. Software for planning and performance measurement will be demonstrated to show how information technology can be used to help develop the scorecard system, collect, report, and visualise performance information, and cascade an enterprise scorecard to business and support units, and to teams and individuals.

Who Should Attend

This course is recommended for executives, managers, planners and analysts who are seeking the best practical ideas in improving organisational performance.

Hands-On Training

For each step of the course, experienced instructors will use case studies and exercises in small groups to allow each participant to practice facilitation techniques and receive feedback from the instructor. You will work with participants from a wide variety of organisations with different perspectives. You come to the program with an application example from your own organisation or interest area, and you build your scorecard during the class, with expert instructor feedback at each step of the process.

Instructors

The course will be taught by Senior Associates from Balanced Scorecard Australia. All program instructors have specialised expertise in balanced scorecard training, facilitation and consulting in public, nonprofit, and private-sector organisations.

Recertification

Certification is valid for three years commencing January 1 of the calendar year following the date of certification. Re-certification is based on credits earned while engaged in balanced scorecard related activities, including: successful completion of advanced Balanced Scorecard Institute short courses, practical experience, successful completion of related professional education courses from other institutions, authoring papers and books, and attending performance conferences.

For further information regarding recertification, please email Balanced Scorecard Australia at admin@balancedscorecardaustralia.com.

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