



*Conference:*  
*Strategic Planning Using the Balanced Scorecard*

*3 - 7 August 2025*

*Dubai (UAE)*

*Residence Inn by Marriott Sheikh Zayed Road, Dubai*

## Conference: Strategic Planning Using the Balanced Scorecard

Conference code: CO8178 From: 3 - 7 August 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Conference Fees: 4900 € Euro

### Introduction

The Balanced Scorecard puts strategy at the heart of your organization, allowing you to focus 100% of your employees' effort on the achievement of company objectives. It provides a powerful framework for the rapid and effective implementation of strategy, delivering breakthrough performance improvement.

Highlights of the seminar include:

- Understanding how to use the Balanced Scorecard to drive improved performance
- Building a Balanced Scorecard from scratch
- Aligning your organization around common goals
- Stimulating activities and discussions
- Creating a personal action plan to drive performance improvement within your organization

### Objectives

- Translate vision and strategy into practical action and improved organizational performance
- Understand how to monitor and manage strategic performance
- Design and build a Balanced Scorecard
- Drive operational performance improvement in line with the strategy
- Communicate and manage change

### Methodology

The workshop is based on a combination of interactive activities - group and individual exercises, case studies, and discussions - along with formal inputs. Real examples are employed to illustrate how the techniques work in practice and a case study is used to demonstrate the end-to-end process of creating and implementing a Balanced Scorecard. Delegates also create a plan of action for applying lessons learned within their own organizations

### Organizational Impact

- Turning the organization's vision into a practical reality

- Delivery of improved operational performance
- Aligning different elements of the organization around a common strategy
- Development and communication of strategic measures
- Monitoring ongoing performance improvement
- Aligning strategic initiatives to organization strategy

## Personal Impact

- Deeper knowledge and understanding of the Balanced Scorecard
- A systematic methodology for developing and managing a Balanced Scorecard
- Practical experience in the use of the Balanced Scorecard
- Greater capability to monitor and drive performance improvement
- Understanding of how to rollout a Balanced scorecard across an organization
- A personal action plan for applying learning within their own organization
- Executives
- Managers with responsibility for creating or managing a balanced scorecard
- Financial Officers and controllers
- Process Managers
- Strategic Planning Managers

## Outlines

### Day 1: A Tool for Managing Strategic Performance

- Introduction to the Balanced Scorecard
- Benefits of the Balanced Scorecard
- Linking Mission and Vision to operations
- Application and uses of the Balanced Scorecard
- The Financial, Customer, Process perspectives in detail
- Overview of the Balanced Scorecard creation process

- Strategy maps and Strategic Themes
- Strategic Measures and Strategic Targets
- Lessons learned from Day 1

#### Day 2: Developing a Balanced Scorecard

- Create a strategy-centric organization
- The Learning & Growth perspective in detail
- Define strategy, identify strategic themes and build strategic linkages
- Engage the leadership team
- Importance of data collection, interviews, and focus groups
- Strategic documentation
- Work with the Case Study
- Strategic objectives and strategic themes
- Lessons learned from Day 2

#### Day 3: Monitoring Strategic Performance

- Purpose of strategic measures and their relationship with KPIs
- Lead and lag measures
- Develop appropriate measures using the Strategy Map
- Examples of measures for each of the four perspectives
- How to implement the Balanced Scorecard
- Lag and lead measures
- Determine measures and targets
- Map strategic initiatives
- Case study activities
- Lessons learned from Day 3.

#### Day 4: Implementing A Balanced Scorecard

- Set appropriate stretch targets for each objective
- The Strategic Management System and performance management
- Map strategic initiatives for HR
- Plan for implementation
- Bring about successful change
- Communicate the Balanced Scorecard
- Develop appropriate targets using the Strategy Map and Measures
- Cascade the Balanced Scorecard across the organization
- Strategy Review Meetings
- Case study activities
- Lessons learned from Day 4

#### Day 5: Pulling it all together

- How to make it work in your organization
- Create an outline project plan
- Identify key roles and key players
- Case study activities
- Top Tips for success
- Create a personal plan of action
- Lessons learned from the program.

#### Introduction

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#### Highlights of the seminar include:

- Understanding how to use the Balanced Scorecard to drive improved performance
- Building a Balanced Scorecard from scratch

- Aligning your organisation around common goals
- Stimulating activities and discussions
- Creating a personal action plan to drive performance improvement within your organisation

## Objectives

After attending this seminar, delegates will be able to:

- Translate vision and strategy into practical action and improved organisational performance
- Understand how to monitor and manage strategic performance
- Design and build a Balanced Scorecard
- Drive operational performance improvement in line with strategy
- Communicate and manage change

## Conference Methodology

The workshop is based on a combination of interactive activities - group and individual exercises, case studies and discussions - along with formal inputs. Real examples are employed to illustrate how the techniques work in practice and a case study is used to demonstrate the end-to-end process of creating and implementing a Balanced Scorecard. Delegates also create a plan of action for applying lessons learned within their own organisations

## Organisational Impact

The key benefits to organisations include:

- Turning the organisation's vision into a practical reality
- Delivery of improved operational performance
- Aligning different elements of the organisation around a common strategy
- Development and communication of strategic measures
- Monitoring ongoing performance improvement
- Aligning strategic initiatives to organisation strategy

## Personal Impact

The key benefits to delegates include:

- Deeper knowledge and understanding of the Balanced Scorecard
- A systematic methodology for developing and managing a Balanced Scorecard
- Practical experience in the use of the Balanced Scorecard
- Greater capability to monitor and drive performance improvement
- Understanding of how to rollout a Balanced scorecard across an organisation
- A personal action plan for applying learning within their own organisation

The seminar will benefit:

- Executives
- Managers with responsibility for creating or managing a balanced scorecard
- Financial Officers and controllers
- Process Managers
- Strategic Planning Managers

## CONFERENCE OUTLINE

### A Tool for Managing Strategic Performance

- Introduction to the Balanced Scorecard
- Benefits of the Balanced Scorecard
- Linking Mission and Vision to operations
- Application and uses of the Balanced Scorecard
- The Financial, Customer, Process perspectives in detail



- Overview of the Balanced Scorecard creation process
- Strategy maps and Strategic Themes
- Strategic Measures and Strategic Targets
- Lessons learned from Day 1

#### Developing a Balanced Scorecard

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- Engage the leadership team
- Importance of data collection, interviews and focus groups
- Strategic documentation
- Work with the Case Study
- Strategic objectives and strategic themes
- Lessons learned from Day 2

#### Monitoring Strategic Performance

- Purpose of strategic measures and their relationship with KPIs
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- Examples of measures for each of the four perspectives
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- Determine measures and targets
- Map strategic initiatives
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- Lessons learned from Day 3.

#### Implementing A Balanced Scorecard

- Set appropriate stretch targets for each objective
- The Strategic Management System and performance management
- Map strategic initiatives for HR
- Plan for implementation
- Bring about successful change
- Communicate the Balanced Scorecard
- Develop appropriate targets using the Strategy Map and Measures
- Cascade the Balanced Scorecard across the organisation
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- Lessons learned from Day 4

#### Pulling it all together

- How to make it work in your organisation
- Create an outline project plan
- Identify key roles and key players
- Case study activities
- Top Tips for success
- Create a personal plan of action
- Lessons learned from the programme.

## Registration form on the Conference: Strategic Planning Using the Balanced Scorecard

Conference code: CO8178 From: 3 - 7 August 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Conference Fees: 4900 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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### Company Information

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Address: .....  
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