Training Course:
Strategic Planning Using the Balanced Scorecard

20 - 24 October 2025
Casablanca (Morocco)
New Hotel

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Strategic Planning Using the Balanced Scorecard

Training Course code: LS1114 From: 20 - 24 October 2025 Venue: Casablanca (Morocco) - New Hotel Training Course Fees: 4500 Euro

Introduction

The Balanced Scorecard puts strategy at the heart of your organisation, 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 organisation around commons 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

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

- Understating of how to rollout a Balanced scorecard across an organisation

- A personal action plan for applying learning within their own organisation

benefit

- Executives

- Managers with responsibility for creating or managing a balanced scorecard

- Financial Officers and controllers

- Process Managers

- Strategic Planning Managers

Outline

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 organisation

- 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 organisation

- 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 programme.

Registration form on the Training Course: Strategic Planning Using the Balanced Scorecard

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

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