



*Training Course:  
A Step-by-Step Developing Balanced Scorecards  
and KPIs*

*10 - 14 August 2026  
Casablanca (Morocco)*

## Training Course: A Step-by-Step Developing Balanced Scorecards and KPIs

Training Course code: MA9298 From: 10 - 14 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

In today's performance-driven environment, organizations need effective tools to translate strategy into measurable results. The **Balanced Scorecard** and **Key Performance Indicators KPIs** provide a practical framework for aligning strategic objectives with operational activities, monitoring progress, and improving decision-making.

This program, developed by **Global Horizon Training Center**, equips participants with a step-by-step methodology for designing, implementing, and managing Balanced Scorecards and KPIs. It focuses on linking vision, strategy, and performance measurement to ensure that organizational efforts are aligned, measurable, and results-oriented.

Participants will gain practical knowledge on how to develop meaningful KPIs, build balanced scorecards across key performance perspectives, and use performance data to drive accountability, improvement, and organizational success.

### Course Objectives

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

- Understand the principles and purpose of the Balanced Scorecard approach
- Translate organizational strategy into measurable objectives and KPIs
- Develop balanced scorecards aligned with strategic priorities
- Design effective KPIs that are relevant, measurable, and actionable
- Link performance measures to targets, initiatives, and accountability
- Use scorecards and KPIs to monitor organizational performance
- Improve decision-making through data-driven performance management
- Support continuous improvement and strategic execution

### Target Audience

This program is designed for:

- Strategy and Performance Management Professionals
- Department Heads and Managers
- Planning and Development Specialists
- Project and Program Managers
- HR and Organizational Development Professionals
- Government and Public Sector Employees
- Professionals involved in KPI design, monitoring, and reporting

## Outline

### Day 1: Foundations of Balanced Scorecards and KPIs

- Introduction to Performance Management Concepts
- Understanding the Balanced Scorecard Framework
- Why Traditional Performance Measurement Is Not Enough
- The Four Perspectives of the Balanced Scorecard
- Introduction to Key Performance Indicators KPIs
- Linking Strategy to Performance Measurement

### Day 2: Translating Strategy into Objectives

- Reviewing Vision, Mission, and Strategic Priorities
- Identifying Strategic Themes and Objectives
- Developing Strategy Maps
- Defining Cause-and-Effect Relationships
- Aligning Departmental Objectives with Organizational Strategy
- Common Challenges in Strategy Translation

### Day 3: Developing Effective KPIs

- Characteristics of Good KPIs
- Differentiating KPIs from Metrics and Measures
- Selecting KPIs for Each Strategic Objective
- Defining KPI Formulas, Data Sources, and Frequency
- Setting Baselines, Targets, and Thresholds
- Avoiding Common KPI Design Mistakes

### Day 4: Building and Implementing Balanced Scorecards

- Structuring the Balanced Scorecard
- Assigning Accountability and Ownership
- Linking KPIs to Initiatives and Action Plans
- Designing Reporting Dashboards and Scorecard Formats
- Cascading Scorecards Across Departments
- Implementing the Balanced Scorecard in Practice

### Day 5: Monitoring, Reviewing, and Improving Performance

- Performance Review Meetings and Governance
- Analyzing KPI Results and Trends
- Using Scorecards for Decision-Making
- Continuous Improvement and KPI Refinement
- Overcoming Implementation Barriers
- Developing a Practical Balanced Scorecard Action Plan

## Registration form on the Training Course: A Step-by-Step Developing Balanced Scorecards and KPIs

Training Course code: MA9298 From: 10 - 14 August 2026 Venue: Casablanca (Morocco) - Training Course  
Fees: 4725 € Euro

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.