



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

*10 - 14 August 2026*  
*Madrid (Spain)*

## Conference: Strategic Planning Using the Balanced Scorecard

Conference code: CO8178 From: 10 - 14 August 2026 Venue: Madrid (Spain) - Conference Fees: 6300 € 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

### Target Audience

- Senior executives, directors, and strategy leaders responsible for organizational performance
- Business unit managers and department heads involved in strategic planning and execution
- Performance management and strategy professionals
- Finance managers and analysts supporting strategic decision-making and KPI development
- HR and organizational development professionals involved in performance alignment and change management
- Project and program managers responsible for implementing strategic initiatives
- Business consultants specializing in performance improvement and strategy execution
- Operations managers seeking alignment between strategy and day-to-day activities

- Quality and continuous improvement professionals Lean, Six Sigma, etc.
- Any professionals involved in designing, implementing, or managing performance measurement systems such as the Balanced Scorecard

## 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.

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

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