



*Training Course:  
Strategic Planning Using the Balanced Scorecard*

*2 - 6 November 2026  
Casablanca (Morocco)*

## Training Course: Strategic Planning Using the Balanced Scorecard

Training Course code: LS1114 From: 2 - 6 November 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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 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

### Target Audience

- Senior Executives and Directors
- Department Managers and Team Leaders
- Strategy and Business Development Professionals
- HR and Organizational Development Professionals
- Financial Analysts and Performance Managers
- Project and Program Managers
- Consultants and Advisors in Strategy or Management
- Entrepreneurs and Business Owners

### 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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### Company Information

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### Person Responsible for Training and Development

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- Please find enclosed a cheque made payable to Global Horizon
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