

Balanced Scorecards and Strategy Maps – 1-day Training Workshop

BACKGROUND

In today's challenging financial environment there is a fundamental imperative for any organisation to be able to develop a clear strategy for its future success and to deliver on this strategy. Too often, however, organisations spend time



developing strategies and business plans that fail to be implemented successfully. The use of Strategy Maps and Balanced Scorecard enables organisations to clarify their vision and strategy and translate them into actions at all levels within an organisation. When fully deployed, the use of Strategy Maps and the Balanced Scorecard transforms strategic planning from an academic exercise into the driving force of an enterprise.

WHY ATTEND?

The aim of this session is to introduce the principles of Strategy Maps and the Balanced Scorecard and show how they can be used to develop and align objectives and targets, monitor performance and drive improvement. The session will include syndicate activity, giving you an opportunity to begin constructing a Strategy Map and a Scorecard. It will allow you to understand the key elements and aims of Strategy Maps and the Balanced Scorecard and how to use and implement them, in an integrated manner, to manage and measure organisational performance.

You will gain learning and insight that you will be able to apply in your workplace.

This personal development workshop is suitable for people from the private, public and voluntary sectors.

AGENDA

- Basic concepts of Strategy maps and the Balanced Scorecard and how they can be used to improve organisation performance
- How Strategy Maps and the Balanced Scorecard apply to different types of organizations
- How to build and implement a Strategy Map and Scorecard for your organisation
- How to develop more meaningful performance measures
- The use of templates to help with its design and deployment.

The learning style is highly participative and interactive. You will work as part of a team working on a case study to design a Scorecard and Strategy Map.

TRAINER

The trainer is Dr Adrian Gundy who is an Innovation consultant with CforC. He is has extensive experience of training and coaching with teams and organisations from many different sectors. Check him out at his blog <http://adriangundy.com>

WHO SHOULD ATTEND THIS WORKSHOP?

This training workshop is suitable for senior and middle managers from any organisation. Experience or prior knowledge, whilst helpful, is not required as this workshop is fully self-contained. The focus is on how Scorecards are actually used in practice and in the workplace.

IN-HOUSE OPTION

The training and facilitation for Strategy Maps and Balanced Scorecard is also available as an in-house option. Facilitation support for developing Strategy Maps and Balanced Scorecards is also available. Please contact us for further information at compete@cforc.org