Balanced Scorecard - Performance Metrics - from Strategy to Action

General Objectives:

The Balanced Scorecard (BSC) is a systematized model that aims to simplify the strategic process, linking and bridging the gap between strategy, its implementation and its control at the operational level. The aim of this course is to equip participants with the knowledge and practice needed to use this methodology.

Specific General:

At the end of this course, participants will know how to

- Understand and apply the Balanced Scorecard in their organizations;
- Identify the criteria to measure and control;
- Analyze and control the evolution of these criteria;
- Measure the effectiveness and performance of the strategy followed;
- Make the necessary adjustments and adaptations throughout its implementation.

Recipients:

This course is aimed at entrepreneurs, managers, directors and consultants in public and/or private companies who play an important role in defining, implementing and controlling strategy.

Pre-requisites:

The prerequisites for attending this course are:

- Have access to a computer or tablet with an Internet connection and a browser (program for surfing the web), such as Chrome, Safari, Firefox or Internet Explorer.
- You can access the course from any computer (e.g. at home or in the office), tablet or smartphone.

Duration:

12 Hours

Content Program:

Module 0 - Presentation of the Platform and Method of Use

Module I - Why the balanced scorecard (bsc)?

- Evolution of measurement tools;
- Why do companies fail to execute their strategy?
- Who should implement the BSC?
- What does the BSC propose?
- Who are the authors?

Module II - Balanced Scorecard Model (BSC)

- Mission, Vision, Values and Strategic Vectors;
- Perspectives;
- Strategic objectives;
- Strategy map + Examples;
- Indicators;
- Initiatives, Actions and Budget;
- Link between the Corporate BSC and the Unit BSC;
- Understanding the BSC model.

Module III - Implementing the BSC

- Profile of the strategy team leader;
- Top-down / Down-top;
- Timetable;
- Follow-up - Flash Report;
- Tips;
- Identify the main constraints inherent in the BSC methodology;
- Practical advice for effective implementation.

Module IV - Reporting - stages, techniques and tools

- Reporting framework;
- Stages and information flows;
- Strategic Monitoring Reports;
- Using Excel;
- Analysis of a reporting model in Excel.

Module V - BSC technologies

- Existing BSC technologies
- Supplier selection process
- Getting to know the BSC technologies on the market.
- Relationships with BSC technology suppliers.

Module VI - Solving a practical case

Methodology

This course always has the trainer present, who will even give the training in person via the platform.

The trainee can intervene with the trainer or with the other trainees, just as they can in the classroom.

The presentations and exercises will always be provided by the trainer at the end of each training session.

At the end of the course you will receive a Professional Training Certificate if you attend at least 90% of the classes, complete the proposed assignments and tests, participate in online discussions and have a positive final evaluation.

This training is certified and recognized.