

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 objective of this course is to provide participants with the knowledge and practice necessary to use this methodology.

Specific Objectives:

At the end of the course the participants will know how to:

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

Recipients:

This course is intended for Entrepreneurs, Managers, Directors, and Consultants of public and/or private companies with a relevant role in the definition, implementation, and strategic control.

Duration:

12 Hours

Program Content

Module I - Why the balanced scorecard (bsc)

- Evolution of measurement tools;
- Why do companies fail in strategy execution?
- 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;
- Strategic Map + Examples;
- Indicators;
- Initiatives, Actions, and Budget;
- Link between Corporate BSC and BSC of the Units;
- Understanding the BSC model.

Module III - The implementation of the bsc

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

Module III - Reporting - steps, techniques and tools

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

Module IV - BSC Technologies

- Existing BSC Technologies
- Vendor selection process

- Knowing the existing BSC technologies in the market.
- Relationships with BSC technology suppliers.

Module V - Resolution of a practical case