

Balanced Scorecard Basics

Over the past several decades, organizations have come to realize that success cannot only be measured in dollars and cents. Intangible assets (like a company's reputation, the knowledge base created by their employees, and training initiatives) can make up a huge portion of a company's wealth. It only makes sense, then, that we need a new tool to help us measure this expanded definition of success. Enter the balanced scorecard! This tool and its related components will help your organization identify, document, plan, and execute a balanced strategic mission. It will also help your organization evaluate and revise its strategic execution.

This one-day workshop will introduce you to the basics of the balanced scorecard and help you determine if this powerful tool is a good fit for your organization.

What Will Students Learn?

- ✓ Define what the balanced scorecard is and its benefits
- ✓ Describe common balanced scorecard pitfalls & how to avoid them
- ✓ Determine if the balanced scorecard is right for your organization
- ✓ Describe the key elements of the balanced scorecard process
- ✓ Identify a strategy map, tactical action plan, and balanced scorecard
- ✓ Create a vision statement for the balanced scorecard
- ✓ Understand what corporate values, mission statements, and vision statements are and how they tie into the balanced scorecard
- ✓ Understand what processes support the balanced scorecard

What Topics are Covered?

- ✓ Understanding the balanced scorecard
- ✓ The ingredients for success
- ✓ Overview of the balanced scorecard process
- ✓ Creating a project vision statement
- ✓ Understanding organizational mission, vision, and values
- ✓ Plans and processes to build
- ✓ Building balanced scorecard teams

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion