

BALANCED SCORECARD MASTER PROFESSIONAL COURSE

"Linking Strategy to Execution through Performance Measurement Systems"

Schedule

Date	Venue	Fees (Face-to-Face)
12 - 16 Oct 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

The Balanced Scorecard (BSC) is one of the most widely used strategic performance management frameworks, helping organizations translate vision and strategy into actionable objectives and measurable outcomes. This master-level course equips professionals with the skills to design, implement, and sustain a fully aligned BSC system.

Through practical tools, real-world examples, and guided exercises, participants will learn how to cascade strategy across departments, align KPIs with goals, and integrate strategic planning with daily operations. This course is ideal for those leading strategy execution and performance transformation initiatives.

Objectives

By the end of this course, participants will be able to:

- Design a comprehensive Balanced Scorecard tailored to organizational strategy
- Develop strategic objectives, performance measures, and targets
- Link departmental and individual goals to strategic themes
- Implement cascading scorecards and strategy maps
- Manage performance through scorecard reviews and strategic dashboards

Why Attend

- Gain in-depth knowledge of BSC frameworks and real-world applications
- Understand how to link mission, vision, and values to strategic KPIs
- Use tools to create strategy maps, objectives, and performance indicators
- Ensure alignment across business units and functions
- Prepare for leadership roles in strategy management and execution

Target Audience

This program is designed for:

- Strategy and planning professionals
- Performance management and monitoring teams
- Departmental managers and business unit heads
- Corporate affairs, HR, and transformation leaders
- Consultants involved in strategic implementation projects

Individual Benefits

Key competencies that will be developed include:

- Balanced Scorecard design, mapping, and cascading
- Defining SMART KPIs and linking them to strategic themes
- Strategic planning and organizational alignment
- Performance review facilitation and corrective action planning
- Scorecard reporting and strategic communication

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced execution of strategic initiatives across business units
- Improved organizational alignment and goal tracking
- More data-driven decision-making at all levels
- Consistent performance monitoring and review culture
- Stronger linkage between planning, budgeting, and performance

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core BSC methodology and case examples
- Case Studies - Global and regional scorecard implementation reviews
- Workshops - Hands-on scorecard design, cascading, and KPI development
- Peer Exchange - Group discussions on alignment and strategy execution
- Tools - Strategy map templates, KPI builder, scorecard dashboards

MAWA EVENTS

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Strategy and the Role of the Balanced Scorecard

- Module 1: Introduction to Strategic Planning and BSC (07:30 - 09:30) • Overview of strategic management frameworks • Evolution and principles of the Balanced Scorecard • The four perspectives: financial, customer, internal, and learning
- Module 2: Vision, Mission & Strategy Formulation (09:45 - 11:15) • Clarifying strategic direction and themes • Stakeholder alignment and goal setting
- Module 3: Strategy Mapping (11:30 - 01:00) • Creating strategy maps to visualize cause-effect relationships • Linking objectives across the four BSC perspectives
- Module 4: Workshop - Drafting a Strategy Map (02:00 - 03:30) • Group exercise on strategic theme mapping • Peer feedback and refinement

Day 2: Building the Balanced Scorecard Framework

- Module 1: Defining Strategic Objectives (07:30 - 09:30) • Objectives vs. initiatives vs. KPIs • Crafting clear and measurable strategic goals
- Module 2: Developing SMART KPIs (09:45 - 11:15) • Quantitative and qualitative performance measures • Leading vs. lagging indicators
- Module 3: Target Setting and Initiative Planning (11:30 - 01:00) • Benchmarking and stretch goals • Linking initiatives to scorecard objectives
- Module 4: Workshop - KPI Development Exercise (02:00 - 03:30) • Hands-on practice creating KPIs for each perspective • Review and discussion

Day 3: Cascading and Aligning the Scorecard

- Module 1: Organizational Cascading Techniques (07:30 - 09:30) • Linking enterprise scorecards to department and individual levels • Alignment grids and accountability matrices
- Module 2: Linking Scorecards to Budget and Operations (09:45 - 11:15) • Integrating scorecards with resource allocation and business planning • Performance contracts and incentive systems
- Module 3: Change Management and Buy-In (11:30 - 01:00) • Overcoming resistance to performance measurement • Engaging leadership and frontline teams
- Module 4: Workshop - Cascading a Scorecard (02:00 - 03:30) • Practical team-based cascading scenario • Reporting and coaching on alignment

Day 4: Performance Reviews and Strategic Monitoring

- Module 1: Establishing Performance Review Cycles (07:30 - 09:30) • Monthly, quarterly, and annual performance cycles • Agenda and structure of review meetings
- Module 2: Scorecard Dashboards and Reporting Tools (09:45 - 11:15) • Data visualization best practices • Digital scorecard platforms and automation options
- Module 3: Corrective Actions and Strategy Refresh (11:30 - 01:00) • Root cause analysis and corrective response • Reviewing and adjusting scorecard content
- Module 4: Group Simulation - Review Session Facilitation (02:00 - 03:30) • Mock performance review session • Peer observation and instructor feedback

Day 5: Final Project, Certification & Implementation Planning

- Module 1: Final Group Project - Complete Scorecard Design (07:30 - 09:30) • Teams present end-to-end Balanced Scorecard models • Evaluation by peers and facilitator

- **Module 2: Scorecard Implementation Strategy (09:45 – 11:15)** • Planning deployment timelines and responsibilities • Success factors and sustainability tips
- **Module 3: Knowledge Review and Final Assessment (11:30 – 01:00)** • Quiz and team review of core concepts • Q&A and implementation troubleshooting
- **Module 4: Wrap-Up and Certification (02:00 – 03:30)** • Personal action planning • Certificate distribution and program close

Certification

Participants will receive a Certificate of Completion in Balanced Scorecard Strategy Execution, validating their ability to design, align, and manage performance using the Balanced Scorecard methodology.

Why Choose MAWA Events

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