

# BALANCED SCORECARD IMPLEMENTATION FOR STRATEGIC SUCCESS

*"Translating Vision into Action with Measurable Results"*

## Schedule

Date	Venue	Fees (Face-to-Face)
15 - 19 Nov 2026	Manama, Bahrain	USD 3495 per delegate

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

## Introduction

Many organizations struggle to turn strategy into execution. The Balanced Scorecard (BSC) is a proven performance management framework that aligns day-to-day operations with long-term strategic goals. It enables organizations to track performance across financial and non-financial dimensions, fostering accountability and continuous improvement.

This intensive five-day training equips participants with the tools and methodologies to design, implement, and manage a Balanced Scorecard system. Through hands-on workshops and real-life case studies, attendees will learn how to link vision to measurable objectives, develop strategy maps, and cascade performance indicators throughout the organization.

## Objectives

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

- Understand the principles and structure of the Balanced Scorecard framework
- Translate mission and vision into strategic objectives and performance indicators
- Build strategy maps that align goals across departments
- Design and implement KPIs, targets, and initiatives under each BSC perspective
- Manage, monitor, and refine scorecard performance to drive strategic results

## Why Attend

- To improve strategic alignment and performance monitoring across your organization
- To establish a clear performance measurement framework beyond financial metrics
- To drive accountability and transparency in achieving strategic goals
- To equip teams with the tools to execute strategy effectively
- To adopt a globally recognized performance management system

## Target Audience

This program is designed for:

- Strategy managers, planning officers, and business unit heads
- HR, finance, and operations professionals responsible for performance tracking
- Project managers and change leaders
- Government and non-profit administrators implementing strategic reform
- Senior executives driving enterprise-wide transformation

## Individual Benefits

Key competencies that will be developed include:

- Strategic planning and performance alignment
- KPI design, monitoring, and analysis
- Strategy mapping and scorecard cascading
- Linking BSC with budgeting and operational planning
- Effective reporting and communication of strategic outcomes

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved organizational performance through structured scorecard implementation
- Enhanced clarity and alignment of objectives across business units
- Better decision-making based on measurable outcomes
- Increased employee accountability and ownership of results
- Institutionalization of a culture of strategic execution and improvement

## Instructional Methodology

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

- Strategy Briefings - Key concepts in BSC design, strategic mapping, and performance planning
- Case Studies - Successful applications of BSC in private and public sector organizations
- Workshops - Developing strategy maps, KPIs, and scorecards tailored to real-world scenarios
- Peer Exchange - Collaborative exercises to compare, critique, and improve BSC frameworks
- Tools - Templates for strategy maps, KPI dashboards, performance reviews, and action plans

## MAWA EVENTS

**Address:** No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

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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 Balanced Scorecard Framework

- Module 1: Introduction to Strategic Management and BSC (07:30 – 09:30) • The gap between strategy formulation and execution • Origins and evolution of the Balanced Scorecard • Four perspectives: financial, customer, internal process, learning & growth
- Module 2: Defining Mission, Vision, and Strategic Objectives (09:45 – 11:15) • Articulating mission and vision statements • Identifying strategic themes and objectives • From goals to actionable results
- Module 3: Workshop – Drafting Strategic Objectives (11:30 – 01:00) • Aligning vision with outcomes • Objective statements and success measures
- Module 4: Group Discussion – Common Barriers to Strategy Execution (02:00 – 03:30) • Cultural, operational, and leadership challenges • Readiness assessment for BSC implementation

#### Day 2: Strategy Mapping and Alignment

- Module 5: Creating Strategy Maps (07:30 – 09:30) • Visualizing cause-effect relationships across perspectives • Linking initiatives to strategic goals • Strategy map templates and design principles
- Module 6: Cascading Strategy to Departments and Teams (09:45 – 11:15) • Aligning department goals with corporate strategy • Role of line managers and KPIs at all levels • Avoiding fragmentation of objectives
- Module 7: Workshop – Developing a Strategy Map (11:30 – 01:00) • Hands-on design of a full strategy map • Peer critique and feedback
- Module 8: Managing Strategic Initiatives (02:00 – 03:30) • Prioritizing projects that support the scorecard • Initiative planning and resourcing

#### Day 3: KPI Development and Performance Measurement

- Module 9: Selecting Effective KPIs (07:30 – 09:30) • Criteria for good KPIs: SMART, relevant, balanced • Leading vs. lagging indicators • Avoiding KPI overload
- Module 10: Target Setting and Benchmarking (09:45 – 11:15) • Setting realistic, stretch, and threshold targets • Internal vs. external benchmarking • Baselines and performance standards
- Module 11: Workshop – Designing KPIs for Each Perspective (11:30 – 01:00) • Assigning KPIs to objectives on the strategy map • Validating relevance and measurability
- Module 12: Building Performance Dashboards (02:00 – 03:30) • Scorecard visualization tools • Dashboard design and color-coding

#### Day 4: Monitoring, Reporting, and Review

- Module 13: Scorecard Implementation and Governance (07:30 – 09:30) • Scorecard owners, champions, and committees • Review cycles and performance reporting protocols
- Module 14: Conducting Performance Reviews (09:45 – 11:15) • Monthly and quarterly review formats • Performance dialogues and corrective action
- Module 15: Workshop – Simulating a Strategy Review Meeting (11:30 – 01:00) • Role-play of scorecard presentation • Escalation of issues and collaborative problem-solving
- Module 16: Linking BSC to Budgeting and HR (02:00 – 03:30) • Strategy-based budgeting and resource allocation • Linking performance to employee development and incentives

#### Day 5: Sustaining Strategic Success

- Module 17: Driving Strategic Culture and Change (07:30 – 09:30) • Aligning leadership, communication, and recognition systems • Embedding strategy in day-to-day operations
- Module 18: Evaluating and Improving the Scorecard (09:45 – 11:15) • Feedback loops and continuous improvement • Refreshing strategy maps and KPIs annually
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- Module 19: Final Group Exercise – End-to-End BSC Design (11:30 – 01:00) • Full BSC creation for a selected case scenario • Peer review and presentation
- Module 20: Certification Wrap-up and Action Planning (02:00 – 03:30) • Key lessons recap and next steps • Personal action plan • Feedback, closing remarks, and certificate distribution

### Certification

Participants will receive a Certificate of Completion in Balanced Scorecard Implementation for Strategic Success, validating their ability to develop and manage performance frameworks that align strategy with measurable execution across the organization.

### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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