

APPLYING AWARD-WINNING BALANCED SCORECARD STRATEGIES FOR ENERGY & UTILITIES

“Optimizing Performance with Strategic Management”

Schedule

| Date | Venue | Fees (Face-to-Face) |
|------------------|------------------|-----------------------|
| 04 - 06 Aug 2026 | Manama - Bahrain | USD 2495 per delegate |

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

Introduction

This 3-day training program focuses on applying the Balanced Scorecard (BSC) methodology to optimize performance and enhance strategic alignment within the energy and utilities sector. By integrating key performance indicators (KPIs) across various dimensions, this course teaches how to measure, track, and improve organizational performance using BSC strategies. Participants will explore case studies of award-winning implementations and gain hands-on experience in developing a BSC for their organizations.

The program is designed to equip professionals with practical tools and strategies for aligning business processes, improving customer satisfaction, and ensuring long-term success. Real-world applications of BSC are explored to demonstrate how it drives innovation and efficiency in the energy and utilities sector.

Objectives

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

- Understand the principles and application of the Balanced Scorecard (BSC) methodology.
- Develop a balanced set of strategic objectives and KPIs for energy and utilities organizations.
- Implement BSC strategies to enhance organizational performance and competitiveness.
- Integrate BSC into the strategic planning and performance management processes of energy and utility companies.

Why Attend

- Learn how to apply the Balanced Scorecard framework to improve strategic performance.
- Understand how to align KPIs with strategic objectives to drive growth and efficiency.
- Gain insights from award-winning case studies in the energy and utilities sector.
- Learn best practices for integrating the BSC with other strategic management tools.
- Enhance your ability to manage performance and measure success in a dynamic business environment.

Target Audience

This program is designed for:

- Senior managers and executives in the energy and utilities sector.
- Strategy and performance management professionals seeking to improve organizational effectiveness.
- Consultants and advisors working with energy and utilities clients.
- Business leaders responsible for aligning strategy with performance in complex organizations.

Individual Benefits

Key competencies that will be developed include:

- Stronger understanding of performance management tools and how to apply them.
- Improved skills in strategic planning, execution, and alignment using the Balanced Scorecard.
- The ability to create and monitor KPIs that drive measurable results.
- Enhanced decision-making abilities through data-driven performance analysis.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- A more strategic approach to performance management and organizational alignment.
- Enhanced ability to drive business results through measurable KPIs linked to organizational goals.
- Effective implementation of the Balanced Scorecard methodology across the organization.
- Improved stakeholder engagement by aligning strategic initiatives with business objectives.

Instructional Methodology

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

- Strategy Briefings - Introduction to the Balanced Scorecard and its impact on strategic alignment.
- Case Studies - Analysis of award-winning BSC implementations in the energy and utilities sector.
- Workshops - Hands-on exercises to develop and implement BSC strategies tailored to your organization's needs.
- Peer Exchange - Group discussions and collaborative problem-solving based on real-world scenarios.
- Tools - Practical templates and tools for developing and tracking KPIs aligned with the Balanced Scorecard framework.

MAWA EVENTS

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

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



Course Outline

Detailed 3-Day Course Outline Training Hours: 9:00 AM – 4:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 10:30 & 12:30 | Lunch Buffet: 01:30 – 02:30

Day 1: Introduction to the Balanced Scorecard and Its Application

- Module 1: Understanding the Balanced Scorecard (09:00 – 10:30)
 - Overview of the Balanced Scorecard methodology.
 - The four perspectives of BSC: Financial, Customer, Internal Processes, and Learning & Growth.
 - Importance of aligning BSC with organizational strategy.
- Module 2: Designing KPIs for Energy and Utilities (10:45 – 12:30)
 - Identifying key performance indicators for the energy and utilities sector.
 - Developing KPIs that measure both leading and lagging indicators.
 - Aligning KPIs with long-term organizational objectives.
- Module 3: Case Study: Award-Winning BSC Implementation (01:30 – 03:00)
 - Reviewing case studies from energy and utility companies that successfully implemented BSC.
 - Lessons learned from these case studies.
 - How to adapt BSC strategies to your organization's needs.
- Module 4: Group Workshop: Designing a Balanced Scorecard (03:15 – 04:30)
 - Hands-on workshop to create a BSC framework for your organization.
 - Identifying strategic goals and developing KPIs.
 - Peer feedback and group discussion.

Day 2: Implementing and Integrating BSC into Organizational Strategy

- Module 5: Integrating BSC with Strategic Planning (09:00 – 10:30)
 - How to link BSC objectives with strategic planning processes.
 - Aligning the organizational structure with the BSC framework.
 - Engaging stakeholders in the BSC implementation process.
- Module 6: Managing Performance through BSC (10:45 – 12:30)
 - Using BSC to monitor performance and track progress.
 - Adjusting strategies based on performance metrics.
 - Communicating performance results across the organization.
- Module 7: Group Workshop: Aligning Strategy and KPIs (01:30 – 03:00)
 - Practical exercise in aligning strategy with performance objectives.
 - Developing an action plan to integrate BSC into your organization's strategy.
 - Discussion on overcoming common challenges in BSC implementation.
- Module 8: Technology and Tools for BSC (03:15 – 04:30)
 - Tools and software for tracking and reporting BSC performance.
 - The role of technology in streamlining BSC implementation.
 - Selecting the right tools for your organization.

Day 3: Evaluating and Enhancing BSC Implementation

- Module 9: Measuring Success and Evaluating Performance (09:00 – 10:30)
 - How to measure the success of BSC implementation.
 - Defining success criteria and tracking progress.
 - Adjusting strategies and KPIs based on performance data.
 -

Module 10: Scaling BSC Across the Organization (10:45 - 12:30)

- How to scale BSC to different departments and business units.
- Creating a culture of continuous improvement.
- Case studies of organizations that successfully scaled their BSC.
- **Module 11: Group Workshop: Refining Your Balanced Scorecard (01:30 - 03:00)**
- Refining the BSC created in Day 1 based on new insights.
- Peer feedback and final adjustments.
- Final presentation of BSC to the group for discussion.
- **Module 12: Final Q&A and Wrap-up (03:15 - 04:30)**
- Review of key learning points from the course.
- Final Q&A session.
- Closing remarks and course conclusion

Certification

Participants will receive a Certificate of Completion in Balanced Scorecard Strategy for Energy & Utilities, demonstrating their proficiency in implementing and optimizing the Balanced Scorecard framework for improved performance in the energy and utilities sector

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

+601116373203

EMAIL:

info@mawaevents.net

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.