

KPIS & BALANCED SCORECARD (BSC)

“Align Strategy with Performance for Measurable Organizational Success”

Schedule

Date	Venue	Fees (Face-to-Face)
11 - 12 May 2026	Riyadh, KSA	USD 1995 per delegate

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

Introduction

Measuring performance effectively is key to achieving strategic objectives and driving organizational growth. This course provides participants with a practical understanding of Key Performance Indicators (KPIs) and the Balanced Scorecard (BSC) framework, enabling organizations to translate strategy into measurable results. Participants will learn how to design, implement, and manage KPIs and scorecards that align with business objectives and drive performance improvement.

Through interactive sessions, case studies, and practical exercises, attendees will gain the tools to develop meaningful metrics, monitor organizational performance, and make data-driven decisions. The course equips professionals with actionable insights to enhance strategic alignment, operational efficiency, and overall business success.

Objectives

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

- Understand the principles and purpose of KPIs and the Balanced Scorecard (BSC).
- Develop and implement effective KPIs that align with organizational strategy.
- Design a Balanced Scorecard for monitoring and improving organizational performance.
- Analyze performance data to support informed decision-making.
- Identify critical success factors and link them to measurable outcomes.
- Use KPIs and BSC to enhance accountability and continuous improvement.

Why Attend

Participants should attend this course to:

- Gain practical skills for designing and implementing KPIs and BSC.
- Align organizational objectives with measurable outcomes.
- Enhance performance monitoring and reporting systems.
- Improve strategic decision-making and organizational effectiveness.
- Learn best practices from real-world case studies.

Target Audience

This program is designed for:

- Business managers and department heads responsible for performance management
- Strategy and planning professionals
- Project managers and team leaders
- HR and performance management specialists
- Professionals involved in KPI development and organizational reporting

Individual Benefits

Key competencies that will be developed include:

- Ability to develop and implement KPIs aligned with strategy
- Knowledge of Balanced Scorecard design and application
- Skills in performance monitoring, measurement, and analysis
- Enhanced ability to drive accountability and continuous improvement
- Competence in linking organizational objectives to measurable results

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced organizational performance measurement and reporting systems
- Alignment of departmental and individual goals with strategic objectives
- Improved decision-making based on actionable performance data
- Stronger accountability and transparency across teams
- Ability to track, analyze, and improve business performance continuously

Instructional Methodology

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

- Strategy Briefings – Overview of KPIs, Balanced Scorecard concepts, and performance management principles
- Case Studies – Real-world examples of KPI implementation and BSC usage
- Workshops – Hands-on exercises to develop KPIs and design scorecards
- Peer Exchange – Group discussions on challenges, best practices, and lessons learned
- Tools – Templates for KPI dashboards, BSC design, and performance tracking

Course Outline

Detailed 2-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: Fundamentals of KPIs and Performance Measurement

Module 1: Introduction to KPIs (07:30 – 09:30)

- Definition and purpose of KPIs
- Types of KPIs and their relevance to organizational goals
- Identifying critical success factors

Module 2: Balanced Scorecard Overview (09:45 – 11:15)

- Principles and components of the Balanced Scorecard
- Linking strategy to measurable outcomes
- BSC perspectives: financial, customer, internal processes, learning, and growth

Module 3: KPI Development Workshop (11:30 – 01:00)

- Hands-on exercises to design KPIs for organizational and departmental goals
- Aligning KPIs with strategic objectives

Day 2: Implementing and Managing KPIs and BSC

Module 4: BSC Design and Implementation (07:30 – 09:30)

- Building a Balanced Scorecard for your organization
- Cascading BSC to departments and teams
- Integrating KPIs into the BSC framework

Module 5: Performance Monitoring and Analysis (09:45 – 11:15)

- Tracking and analyzing KPI data
- Using dashboards and reporting tools for performance management
- Identifying gaps and opportunities for improvement

Module 6: Best Practices and Action Planning (11:30 – 01:00)

- Lessons learned from successful KPI and BSC implementations
- Developing an action plan for applying KPIs and BSC in participants' organizations
- Continuous improvement strategies

Certification

Participants will receive a Certificate of Completion in KPIs & Balanced Scorecard (BSC), validating their expertise in designing, implementing, and managing performance measurement systems aligned with organizational strategy.

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