

Course No. 1410

Balanced Scorecard Training Course

PERFORMANCE MANAGEMENT
BUSINESS, MANAGEMENT & LEADERSHIP

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Balanced Scorecard Training Course provides participants with a comprehensive framework for translating organizational vision and strategy into measurable objectives, actionable initiatives, and sustainable performance outcomes. As organizations face increasing pressure to improve accountability, optimize resources, and deliver strategic results, the Balanced Scorecard has become one of the most widely adopted performance management systems across government entities, ministries, financial institutions, oil and gas organizations, and multinational corporations.

This course equips professionals with the knowledge and practical tools required to design, implement, and manage a Balanced Scorecard system that aligns strategic priorities with operational activities. Participants will learn how to create meaningful performance measures, establish strategic objectives, monitor progress, and drive continuous improvement throughout the organization.

The program explores the four key perspectives of the Balanced Scorecard—Financial, Customer, Internal Processes, and Learning & Growth—and demonstrates how these perspectives work together to provide a holistic view of organizational performance. Participants will gain practical insights into developing strategy maps, selecting Key Performance Indicators (KPIs), setting performance targets, and linking strategic initiatives to measurable outcomes.

In addition, the course addresses common challenges associated with performance management and strategy execution. Participants will learn how to overcome implementation barriers, strengthen accountability, improve governance, and foster a performance-driven culture that supports long-term organizational success.

Through practical exercises, case studies, workshops, and real-world applications, participants will develop the capability to lead Balanced Scorecard initiatives, enhance strategic alignment, and establish effective performance management systems that contribute directly to organizational excellence and sustainable growth.

Objectives

- Analyze organizational strategies and identify requirements for successful Balanced Scorecard implementation during the course.
- Develop strategic objectives that align with organizational vision, mission, and long-term priorities.
- Evaluate existing performance management systems and identify areas for improvement.
- Design comprehensive strategy maps that illustrate cause-and-effect relationships between objectives.
- Apply internationally recognized methodologies for developing effective Key Performance Indicators (KPIs).
- Implement Balanced Scorecard frameworks that support strategy execution and performance monitoring.
- Improve organizational performance measurement processes through meaningful and measurable indicators.
- Strengthen alignment between departmental goals and overall strategic objectives.
- Assess performance results and identify corrective actions based on performance data.
- Align strategic initiatives with organizational objectives and desired outcomes.
- Develop performance reporting systems that support executive decision-making.
- Create an actionable roadmap for implementing and sustaining a Balanced Scorecard system.

Who Should Attend

This course is designed for executives, senior managers, department heads, strategy directors, performance management professionals, and organizational development specialists responsible for driving strategic performance and organizational effectiveness.

It is particularly valuable for professionals working in strategic planning departments, performance management offices, corporate excellence units, quality management functions, governance departments, project management offices, and transformation programs. The course is also suitable for managers responsible for monitoring organizational performance and ensuring strategic alignment across business units.

Additionally, the program is highly relevant for government officials, public sector leaders, financial

services professionals, consultants, business analysts, HR leaders, and decision-makers involved in developing, implementing, and evaluating organizational strategies and performance frameworks.

Learning Outcomes

- By the end of this course, participants will be able to:
- Explain the principles, concepts, and strategic value of the Balanced Scorecard framework.
- Develop strategy maps that effectively connect objectives across organizational perspectives.
- Design meaningful and measurable Key Performance Indicators (KPIs).
- Create Balanced Scorecards for organizational, departmental, and functional levels.
- Align strategic goals, initiatives, and performance measures with business priorities.
- Analyze performance data to identify trends, gaps, and improvement opportunities.
- Establish performance targets and performance monitoring mechanisms.
- Prepare professional performance reports that support informed decision-making.
- Apply performance management techniques to improve organizational effectiveness.
- Evaluate the maturity and effectiveness of existing performance management systems.
- Recommend corrective actions and performance improvement initiatives.
- Lead Balanced Scorecard implementation projects with greater confidence and effectiveness.

Course Outline

DAY 01

Foundations of the Balanced Scorecard and Strategic Performance Management

- Evolution of performance management systems
- Introduction to the Balanced Scorecard framework
- Strategic planning and performance management integration
- Understanding the four Balanced Scorecard perspectives

PRACTICAL DISCUSSION

Assessing current organizational performance practices

DAY 02

Strategy Mapping and Strategic Objective Development

- Building effective strategy maps
- Defining and structuring strategic objectives
- Understanding cause-and-effect relationships in strategy execution
- Aligning departmental objectives with corporate strategy

WORKSHOP

Developing a strategic map for an organization

DAY 03

KPI Development and Balanced Scorecard Design

- Principles of effective KPI development
- Selecting meaningful performance indicators
- Establishing targets, benchmarks, and performance thresholds
- Designing organizational and departmental scorecards

PRACTICAL EXERCISE

Creating KPI frameworks and scorecards

DAY 04

Balanced Scorecard Implementation and Performance Monitoring

- Implementing the Balanced Scorecard across the organization
- Linking strategic initiatives to objectives and KPIs
- Performance dashboards and management reporting
- Performance review processes and corrective actions

CASE STUDY AND DISCUSSION ON IMPLEMENTATION CHALLENGES

DAY 05

Performance Improvement and Strategic Sustainability

- Evaluating performance management maturity
- Governance and accountability within the Balanced Scorecard framework
- Creating a culture of performance and continuous improvement
- Sustaining strategic execution and organizational alignment

FINAL WORKSHOP

Developing a Balanced Scorecard implementation action plan

Register or Request More Information

Course page: <https://quest-training.com/courses/balanced-scorecard-training-course>

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