

Master Strategic Planning Using the Balanced Scorecard

20 – 24 June 2027
Amman (Jordan)

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Introduction

In today's rapidly changing business environment, organizations must ensure that their strategic plans are not only visionary but also measurable and actionable. The Master Strategic Planning Using the Balanced Scorecard course is designed to equip leaders and professionals with a comprehensive understanding of how to design, implement, and manage organizational strategy through the Balanced Scorecard BSC methodology.

This 5-day intensive program offers participants a practical, step-by-step approach to aligning strategic objectives with measurable performance indicators. Through interactive workshops, case studies, and real-world simulations, participants will learn to translate vision and mission into actionable goals that drive performance across financial, customer, internal process, and learning perspectives.

By mastering the Balanced Scorecard framework, participants will gain the tools needed to bridge the gap between strategy formulation and execution, ensuring continuous improvement and organizational excellence.

Course Objectives

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

- Understand the principles, components, and benefits of the Balanced Scorecard system.
- Develop strategic objectives and strategy maps that translate vision into operational priorities.
- Design and implement Key Performance Indicators KPIs to measure and manage performance effectively.
- Align resources, budgets, and initiatives with strategic goals for maximum impact.
- Cascade the Balanced Scorecard across departments and individual levels to ensure organizational alignment.
- Establish a performance monitoring and feedback system to refine and adapt strategies continuously.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a black pawn nearby. The background features concentric circles, suggesting a strategic or global theme.

Course Outlines

Day 1: Introduction to Strategic Planning and the Balanced Scorecard

- Understanding the fundamentals of strategic planning and its importance in modern organizations.
- Overview of the Balanced Scorecard BSC framework and its four key perspectives.
- Identifying the link between strategy, measurement, and performance improvement.
- Evaluating the benefits and common challenges of implementing a Balanced Scorecard.
- Group discussion: Assessing your organization's readiness for a BSC system.

Day 2: Developing Strategic Objectives and Strategy Maps

- Defining and clarifying the organizational vision and mission.
- Identifying strategic themes and objectives that align with long-term goals.
- Understanding cause-and-effect relationships among strategic objectives.
- Designing strategy maps to visualize performance linkages across perspectives.
- Practical exercise: Creating a sample strategy map for a selected organization.

Day 3: Designing Performance Measures and KPIs

- Characteristics of effective performance measures and success indicators.
- Developing lead and lag indicators to evaluate strategic progress.
- Setting targets, thresholds, and performance benchmarks.
- Balancing financial and non-financial KPIs to achieve a holistic view of success.
- Workshop: Building a KPI dashboard aligned with your strategic objectives.

Day 4: Cascading the Balanced Scorecard and Strategic Initiatives

- Translating high-level strategy into departmental and individual objectives.
- Aligning team goals and performance incentives with organizational strategy.
- Identifying, prioritizing, and managing strategic initiatives for impact.
- Linking the Balanced Scorecard to budgeting and resource allocation.
- Developing implementation plans and accountability mechanisms.

Day 5: Implementation, Monitoring, and Adaptation

- Best practices for successful Balanced Scorecard implementation.
- Establishing a performance management system for ongoing tracking.
- Using dashboards and scorecards to monitor strategic execution.
- Adapting and refining strategies through continuous feedback and performance reviews.
- Capstone project: Designing a complete Balanced Scorecard implementation plan.

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Why Attend This Course: Wins & Losses!

- Strategic Alignment: Gain the ability to connect vision, strategy, and performance into a unified framework.
- Measurable Results: Learn to design effective KPIs that drive organizational performance.
- Improved Decision-Making: Use the Balanced Scorecard to support evidence-based management.
- Organizational Cohesion: Align departments, teams, and individuals toward shared strategic objectives.
- Sustainable Growth: Build a dynamic system for continuous improvement and long-term competitiveness.

Conclusion

The Master Strategic Planning Using the Balanced Scorecard course provides participants with a comprehensive framework to design, implement, and manage strategy effectively. By integrating performance measurement and management practices, the program enables professionals to transform strategic goals into tangible results.

Upon completion, participants will be equipped to drive organizational performance through clarity of vision, alignment of objectives, and continuous strategy refinement. This course empowers leaders to turn strategy into action — achieving measurable success and sustainable competitive advantage.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.