

Strategic Planning Using Balanced Scorecard

Dubai (UAE)

2 - 6 November 2025

UK Training

PARTNER

Strategic Planning Using Balanced Scorecard

Code: LM28 From: 2 - 6 November 2025 City: Dubai (UAE) Fees: 3900 Pound

Introduction

The Balanced Scorecard puts strategy at the heart of your organisation, allowing you to focus 100% of your employees' effort on the achievement of company objectives. It provides a powerful framework for the rapid and effective implementation of strategy, delivering breakthrough performance improvement.

Course Objectives

- Translate vision and strategy into practical action and improved organisational performance.
- Understand how to monitor and manage strategic performance.
- Design and build a Balanced Scorecard.
- Drive operational performance improvement in line with the strategy.
- Communicate and manage change.

Course Outlines

Day 1

A Tool for Managing Strategic Performance

- Introduction to the Balanced Scorecard.
- Benefits of the Balanced Scorecard.
- Linking Mission and Vision to operations.
- Application and uses of the Balanced Scorecard.
- The Financial, Customer, Process perspectives in detail.
- Overview of the Balanced Scorecard creation process.
- Strategy maps and Strategic Themes.
- Strategic Measures and Strategic Targets.

Day 2

Developing a Balanced Scorecard

- Create a strategy-centric organisation.
- The Learning & Growth perspective in detail.
- Define strategy, identify strategic themes and build strategic linkages.
- Engage the leadership team.
- Importance of data collection, interviews, and focus groups.
- Strategic documentation.
- Work with the Case Study.

UK Training

PARTNER



- Strategic objectives and strategic themes.

Day 3

Monitoring Strategic Performance

- Purpose of strategic measures and their relationship with KPIs.
- Lead and lag measures.
- Develop appropriate measures using the Strategy Map.
- Examples of measures for each of the four perspectives.
- How to implement the Balanced Scorecard.
- Lag and lead measures.
- Determine measures and targets.
- Map strategic initiatives.
- Case study activities.

Day 4

Implementing A Balanced Scorecard

- Set appropriate stretch targets for each objective.
- The Strategic Management System and performance management.
- Map strategic initiatives for HR.
- Plan for implementation.
- Bring about successful change.
- Communicate the Balanced Scorecard.
- Develop appropriate targets using the Strategy Map and Measures.
- Cascade the Balanced Scorecard across the organisation.
- Strategy Review Meetings.
- Case study activities.

Day 5

Pulling it all together

- How to make it work in your organisation.
- Create an outline project plan.
- Identify key roles and key players.
- Case study activities.
- Top Tips for success.
- Create a personal plan of action.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

