BLACKBIRD FOR TRAINING

Balanced Scorecard and Strategic Performance Management

28 June – 2 July 2027
Berlin (Germany)



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Introduction

The Balanced Scorecard and Strategic Performance Management course focuses on translating organizational strategy into clear objectives, measurable indicators, and practical initiatives that can be monitored and improved. Effective organizations need connected performance systems that measure financial results, operational efficiency, stakeholder satisfaction, internal processes, and learning and development capabilities.

This course covers the core concepts of the balanced scorecard and how it can be used to connect vision, objectives, indicators, and initiatives. It also explains how to design relevant performance indicators, analyze results, monitor deviations, and make improvement decisions based on accurate performance data.

The course is delivered over five connected days. It begins with strategic performance management, then moves into building the balanced scorecard, designing performance indicators, monitoring performance results, and finally applying improvement actions through a structured performance management approach.

Course Objectives

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

- Understand the concept of the balanced scorecard and its role in strategic performance management.
- Link strategic objectives with clear performance indicators.
- Analyze the relationship between organizational vision, objectives, and initiatives.
- Design suitable performance indicators for different management and operational levels.
- Build a strategy map that reflects organizational priorities.
- Monitor performance results and analyze deviations.
- Use performance data to support decision-making.
- Develop improvement initiatives linked to measurement results.
- Evaluate the effectiveness of the performance management system.
- Prepare a balanced scorecard that can be implemented and monitored.
- Strengthen coordination between departments in strategy execution.
- Support continuous improvement in organizational performance.



Course Outlines

Day 1: Fundamentals of Strategic Performance Management.

- Concept of strategic performance management.
- Relationship between strategy and organizational performance.
- Role of measurement in improving results.
- Common challenges in performance monitoring.
- Difference between objectives, indicators, and initiatives.
- Role of management and teams in implementing the performance system.

Day 2: Building the Balanced Scorecard.

- Concept of the balanced scorecard.
- Main perspectives of the balanced scorecard.
- Linking vision and mission with strategic objectives.
- Preparing the strategy map.
- Defining performance priorities within the organization.
- Practical application of building an initial strategy map.

Day 3: Designing Performance Indicators.

- Characteristics of an effective performance indicator.
- Defining financial and operational indicators.
- Designing indicators to measure stakeholder satisfaction.
- Preparing indicators for internal processes.
- Linking learning and development indicators with organizational capabilities.
- Practical application of preparing performance indicators linked to objectives.

Day 4: Performance Monitoring and Results Analysis.

- Collecting and organizing performance data.
- Reading and analyzing indicator results.
- Identifying deviations and their causes.
- Preparing clear performance reports.
- Linking results with improvement decisions.
- Practical application on analyzing a performance report.



Day 5: Implementation and Continuous Improvement.

- Translating the balanced scorecard into an implementation plan.
- Defining responsibilities and timelines.
- Monitoring initiatives linked to strategic objectives.
- Reviewing and updating the performance system.
- Managing challenges during implementation.
- Integrated application linking strategy, indicators, results, and improvement.

Why Attend this Course: Wins & Losses!

- Improve the ability to translate strategy into measurable results.
- Build a clear and connected performance management system.
- Link organizational objectives with indicators and initiatives.
- Improve the quality of performance reports.
- Support decision-making based on accurate data.
- Identify performance gaps more clearly.
- Strengthen coordination between departments.
- Improve follow-up of strategy execution.
- Develop performance indicators suitable for the nature of work.
- Support continuous improvement within the organization.
- Reduce reliance on general and inaccurate evaluations.
- Improve planning and monitoring efficiency.

Conclusion

The Balanced Scorecard and Strategic Performance Management course provides a practical framework for connecting strategy with measurement and execution. It covers the main stages of building an integrated performance system, starting with understanding strategic objectives, then preparing the strategy map, designing indicators, monitoring results, analyzing deviations, and implementing improvement initiatives.

This sequence helps move performance management from general follow-up to a clear system based on objectives, indicators, and measurable results. The course also explains the importance of using performance data to support management decisions and improve coordination between different departments.

By the end of the course, participants will have a practical understanding of how to prepare a balanced scorecard that can be implemented and monitored. They will also be able to use it to follow strategy execution, improve organizational performance, measure results, analyze performance gaps, and develop improvement initiatives that support organizational objectives more effectively.

