

# Seminar 'Balanced Scorecard'

## Background

The success of a business strategy is heavily dependent on the question, to which extent the management will be able to translate it into the personal agendas of the employees. The goals of the company have to be linked and aligned with the personal goals of the individuals.

In practice the big challenge is the transformation of the strategy into action rather than the existence and the quality as such. The business strategy needs to be translated into individual objectives and actions and has to be integrated in the daily life. In this respect strategy and business processes represent the two sides of the same medal.

## Objectives

This seminar intends to impart the fundamental knowledge of a successful deployment of the Balanced Scorecard methodology as a management system to align all employees with the strategy of their firm. The participants will understand, why Balanced Scorecard is much more than just a collection of performance figures or a pre-defined catalogue of activities with a "out of the box" - Balanced Scorecard at its end.

Based on a case study the participants will get familiar with the concept of Balanced Scorecard. Step by step they will recognize what it means, what the potential benefits of the methodology are, the underlying conditions which are required for a successful implementation and the right approach to get the maximum benefits.

The individual configuration plays an important role as an enabler to take into account the client specific needs and working conditions. If desired separate but aligned training sessions could be performed for the different management levels. Furthermore the contents could be adopted according Furthermore the contents could be adjusted according to your wishes and priorities.

## Contents

- Fundamentals of the Balanced Scorecard Methodology
  - ✓ Concept
  - ✓ Objectives
  - ✓ Requirements
- Set-up and Implementation of a Balanced Scorecard
  - ✓ Approach
  - ✓ Organizational Conditions and Constraints
  - ✓ Reporting with Balanced Scorecard
  - ✓ Integration of the Balanced Scorecard into the management process
  - ✓ Case Study

## General Information

Seminar type:	In-house
Approach:	Interactive presentations, team work, Practical examples, case study
Group size:	5-8 people
Duration:	3 days
Dates:	By arrangement
Price:	On request

## Contact

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