



Asia Masters Center

Use a Balanced Scorecard (BSC) To Improve Business Performance and To Measure Performance Indicators (KPI)





Use a Balanced Scorecard (BSC) To Improve Business Performance and To Measure Performance Indicators (KPI)

➔ Course Objective

- Explain the benefits and importance of a Strategy Focused Organization (SFO)
- Develop a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, vision and mission statements and strategic goals for their organization or department
- Use 'SMART' objectives and key performance indicators to track the performance and productivity at all levels in their organizations
- Apply the approach of best-in-class benchmarking technique to set targets for each KPI
- Design a balanced scorecard based on the Kaplan and Norton model

➔ Target Audience

- All managers and supervisors involved in strategic planning and performance management.
- The course is also very helpful to those involved in improving performance and measuring results.



Course Outline

Benefits of strategic management and planning

- The strategy focused organization
- Why implement the balanced scorecard
- Strategic planning needs and benefits
- A strategic planning model
- The importance of the balanced scorecard
- Balanced scorecard steps and timeline

'SWOT' analysis, vision and mission statements

- The purpose of a 'SWOT' analysis
- 'SWOT' in brief
- Linking the results of the 'SWOT' findings to future objectives and initiatives
- Definition of a vision statement
- Importance of a structured mission statement

Developing performance measures and control systems

- Goals, objectives, and targets
- 'SMART' objectives
- Key performance indicators and Units of Measures (UOMs)
- Aligning KPIs to company strategy
- Obstacles to measurement
- Developing strategies and initiatives that will assist in achieving the targets
- Developing strategies



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Benchmarking as a tool to set targets

- Objectives and basics of benchmarking
- The who, what and why of benchmarking
- Different methods of benchmarking
- Who to benchmark against
- The benchmarking process

The balanced scorecard as a strategic management system

- Strategic planning and strategy execution
- Reasons behind failures of well-formulated strategies
- Translating the vision into everyday actions
- Importance and history of the balanced scorecard
- The premise behind the balanced scorecard
- Principles of the strategy focused organization
- Measuring business strategy from the financial, customer, internal, business or process and learning and growth perspectives
- Strategic alignment and goal setting
- Linking the balanced scorecard's KPIs to strategy
- Strategy map: specifying relationships and making them testable
- The importance of initiatives
- Evaluating initiatives
- Managing initiatives
- Soft and hard KPIs
- Leading and lagging KPIs
- Reporting and evaluating results
- Cascading the balanced scorecard
- Implementing a balanced scorecard program



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MONITORING AND MEASURING FOR QUALITY

- Fundamental principles
- Criteria for selection
- Types of data collection
- Tools for data collection

USING QUALITY TO IMPROVE BUSINESS PERFORMANCE

- Explain the principle of continual improvement
- Describe the benefits of continual improvement for an organization
- Describe the process of continual improvement from problem identification to problem prevention
- Outline methods an organization could use to identify and prioritize opportunities for improvement
- List and explain the purpose of the basic tools of problem solving
- The design of financial models for forecasting and decision-making

➤ The Feature Of Asia Master Training And Development Center

- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.



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➔ The Cost Of The Training Program Includes The Following:

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

Communicate with the training department
to know the participation fees

➤ **There are offers and discounts for groups**

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