



HOW TO BUILD A STRATEGY MAP AND A BALANCED SCORECARD

Kaplan-Norton Endorsed Training

Training Course	Teaches in depth a systematic approach to producing a strategy map to focus and communicate strategy and a corresponding Balanced Scorecard to measure progress, according to the Kaplan-Norton methodology
Course Language	Bilingual: English material with Arabic as secondary language for instruction.
Course Duration	Days: 2 Time: 8 am to 5 pm
Course Objectives	<ul style="list-style-type: none">• Gain in-depth understanding and practice on building two crucial tools for managing strategy: Strategy Maps and the Balanced Scorecard• Understand the difference between financial and customer objectives and the enabler objectives in the internal process and learning and growth perspectives• Master objective causality and how to analyse it• Identify the relevant KPIs that will enable the successful management of your strategy• Understand the different processes for identifying targets and when you should apply each of them• Report on your Balanced Scorecard with the aim to enable data-driven performance conversations



Course Content	<p>Course Key Topic Area Includes:</p> <p>Day 1: Building a Strategy Map</p> <ul style="list-style-type: none">• Overview of Strategy Maps and Balanced Scorecard and where they sit in the XPP™• How to identify and build strategic themes• Outcome level map (financial/value and customer perspectives)• Enabler level map (internal process and learning and growth perspectives)• Analysing Objective Causality <p>Day 2: Building a Balanced Scorecard</p> <ul style="list-style-type: none">• Best practice approaches to identifying KPIs based on the objectives• Identifying targets• Identifying strategic initiatives• Data Analytics• Reporting Scorecard Performance
Learning Outcomes	<p>At the end of the program the trainees will be able to:</p> <ul style="list-style-type: none">• Define a quantifiable and time-bound vision• Design themes to enhance the vision• Define Strategic objectives organized under the four perspectives within a strategy map• Design a Balanced Scorecard with corresponding KPIs, targets and initiatives• Analyze cause and effect in a strategy• Report on the progress of strategy
Target Audience	<p>Strategy and performance management executives and practitioners; mid-level management</p>
Course Material /Technology used/ Details Relevant to the course.	<p>The course material is printed in A4 format in full color and distributed to each participant, while the trainer explain the methodology from PowerPoint presentation.</p> <p>Throughout the course, participants will take part in:</p> <ul style="list-style-type: none">- Group or individual application and exercises on a given case to ensure methodology is strengthened and learning is validated- Group discussions to exchange experiences and best practices- One-on-one session with the trainer to discuss difficulties and provide guidance in real implementations in the participants' organizations <p>Participants will also receive the book Balanced Scorecard by Drs. Kaplan and Norton to supplement their knowledge of the concepts.</p>



Course Fees

6600 QAR

- **15% discount for participants that register online through our website**
- **10% discount for QU faculty , staff and students**

This course is offered in collaboration with PALLADIUM Q LIMITED LLC

