WEBINAR: Improving Performance Using Balanced Scorecard

LIVE WEBINAR
VIA ZOOM

Overview

What exactly is a Balanced Scorecard? A definition often quoted is: "A strategic planning and management system used to align business activities to the vision statement of an organization". A Balanced Scorecard attempts to translate the company's vision and mission statements into the practicalities of managing the business better at every level and translate them into operational objectives that drive both performance and behavior.

Objectives

- Understand the use and contribution of Balanced Scorecard (BSC) in business
- Learn how to apply BSC in creating and implementing business strategies
- Design and build a Balanced Scorecard

Who Should Participate

- Anyone who is working in an office environment and anyone who is involved & responsible for any functions or responsibilities within an organization (e.g. managers, supervisors, staff, etc.) may attend. Professionals ranging from those with little or no experience of the Balanced Scorecard approach and to those already implementing BSC are welcome on this session. The added value of the seminar is in showing how to best use the Balanced Scorecard methodology in maximizing the effect of their work within their organization.

Key Topics

Module 1 – Introduction to Balanced Scorecard

1. What Balanced Scorecard is:
• The Development and History of Balanced Scorecard
• Terminologies Used in Balanced Scorecard
• The Cause and Effect process

2. Use of Balanced Scorecard in Business
• Use in Strategic Planning
• Use in Business Strategy
• Use in Performance Management

3. Balanced Scorecard Perspectives
• Financial Perspective
• Customer Perspective
• Business Process Perspective
• Learning and Growth Perspective

Module 2 – Building the Balanced Scorecard

1. Business Strategic themes
• Organizational Effectiveness
• Organizational Efficiency
• Performance Management

2. Balanced Scorecard Strategy Maps

3. Creating and Aligning the Organization to the Balanced Scorecard strategy

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Duration

- 3 hours

Webinar Fee

- Php 2,000.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

Reservation

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