

# Gearing You For Growth

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## Balanced Scorecard Basics

### Course Overview

Over the past several decades, organizations have come to realize that success cannot only be measured in Rands and cents. Intangible assets (like a company's reputation, the knowledge base created by their employees, and training initiatives) can make up a huge portion of a company's wealth.

It only makes sense, then, that we need a new tool to help us measure this expanded definition of success. Enter the balanced scorecard! This tool and its related components will help your organization identify, document, plan, and execute a balanced strategic mission. It will also help your organization evaluate and revise its strategic execution.

This one-day workshop will introduce delegates to the basics of the balanced scorecard and help them determine if this powerful tool is a good fit for their organization.

### Prerequisite

There are no prerequisites.

### Target

This workshop is for Managers, Supervisors or anyone moving into such a role.

### Duration

- 1 Day



## Course Outline

### Understanding the Balanced Scorecard

To start the day, delegates will learn what the balanced scorecard is and where it originated from. Delegates will also explore what economic changes caused the balanced scorecard to evolve.

### The Ingredients for Success

Next, delegates will evaluate if the balanced scorecard is a good tool for their organization. Delegates will also brainstorm solutions to the top ten issues that cause the balanced scorecard to fail.

### Overview of the Balanced Scorecard Process

This session will begin with a flowchart outlining each step of the balanced scorecard process. Delegates will also review a sample strategy map, tactical action plan, and scorecard.

### Creating a Project Vision Statement

In this session, delegates will learn how to craft a vision statement for the balanced scorecard project.

### Understanding Organizational Mission, Vision, and Values

This session will look at what a mission statement, vision statement, and value identification list looks like, and how they each fit into the balanced scorecard process. To apply learning points, delegates will evaluate what some well-known companies have for these statements.

### Plans and Processes to Build

Next, delegates will receive checklists for creating training plans, project plans, communication plans, and core processes.

### Building Balanced Scorecard Teams

To wrap up the day, delegates will learn how to build the three most common types of balanced scorecard teams: an executive team, a steering team, and strategic theme teams.