

Course overview

Balanced Scorecard (HF392)



This course provides managers and other professionals with a measurement-based management system, enabling them to deploy a strategic plan, set performance targets, and measure performance over time to accomplish their mission and meet regulatory requirements. The Balanced Scorecard views organizations from four perspectives critical to success – financial, customer, internal business processes, and learning and growth. A Balanced Scorecard provides information to align employee performance with the organization’s goals, and enables making wiser short and long-term strategic decisions.

Audience

- This course is intended for managers and other professionals interested in influencing and improving the measurable value of organizational goals and results by applying Balanced Scorecard principles and methods

Prerequisites

- Strategic Planning and Performance Measurement (HF396) or other formal strategic planning course
- Bring to class as much of the following data for your organization, division, or work unit as possible: vision statement, mission statement, and strategic goals

Course Objective

Learn how to:

- Design a Balanced Scorecard for strategic advantage or daily operations at the division or unit level
- Link financial performance and key mission criteria to your organizational, divisional, program or unit strategy
- Improve value-added performance over time by recognizing core measures of customer-preferred outcomes
- Enhance employee approaches that support the best use of human capital in organizations

Benefits to You

Develop specific competencies in:

- Continual learning
- External awareness
- Flexibility
- Strategic thinking
- Vision
- Accountability
- Decisiveness
- Entrepreneurship
- Political savvy

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Course Title: Balanced Scorecard

HP Product Number: HF392

Category/Subcategory: Business Leadership / Business Leadership

Course Length: 3 days

Level: Intermediate Level of Proficiency

Delivery Language: Varies by country

To Order: You can order this course online at <http://www.hp.com/learn>. At the site, select a country, then choose "registration" or "Book a course" and fill out the online registration form.

Next Steps: Other advanced Business Leadership courses

Detailed Course Outline

Day 1

What is the Balanced Scorecard?

- Measurement, management, and balance
- Evolution of the Balanced Scorecard
- How the Balanced Scorecard differs from other systems of management
- The four perspectives (financial, customer, internal processes, learning & growth)
- Linking the Balanced Scorecard to organizational strategy
- Advantages of the Balanced Scorecard
- Applying the Balanced Scorecard in your organization

The Financial Perspective

- What is the financial perspective?
- Business cycles and linking financial objectives to business unit strategies
- Strategic themes for the financial perspective

The Customer Perspective

- What is the customer perspective?
- Market segmentation
- Customer core measurement group
- Customer value propositions
- Performance drivers for customer satisfaction

Day 2

Internal Business Processes Perspective

- What is the internal business processes perspective?
- The internal business processes value chain

Learning and Growth Perspective

- What is the learning and growth perspective?
- Employee capabilities
- Situation-based drivers of learning and growth

Day 3

Implementation and Roles

- Steps in implementing the Balanced Scorecard
- Roles in implementing the Scorecard
- Building a strategy-focused organization
- Avoiding pitfalls
- Designing a Balanced Scorecard for your organization

Participants will develop a personal action plan and apply learned skills in the workplace

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