

# Balanced Scorecard Fundamentals - 1 Day

*CEUs - 0.70*

**Course Description:** This introductory, one-day course will teach the Balanced Scorecard philosophy developed by Robert Kaplan and David Norton. This seminar will give the fundamentals of the Balanced Scorecard and how to apply it. This seminar will create ways for participants to translate vision and mission into detailed, workable objectives.

## **Course Objectives:**

### **Objective 1: Define balanced scorecard**

- Discuss overview of balanced scorecard
- Review benefits of balanced scorecard
- Examine strengths of balanced scorecard
- Analyze limitations of the old style philosophy
- Identify factors impacting its success

### **Objective 2: Create a focused strategy**

- Develop ways to support an inherited strategy and vision
- Define ways to clarify strategy
- Identify and direct strategic drivers
- Classify preparation techniques in using the balanced scorecard

### **Objective 3: Examine different perspectives**

- Create the financial perspective
- Create the customer perspective
- Create the learning and growth perspective
- Create the internal process perspective

### **Objective 4: Discuss ways to design a customized tool for your area**

- Recommend ideas for aligning management to the balance scorecard
- Identify check-ups and reviews
- Identify major resistors to implementing balanced scorecard
- Formulate ways of gaining input and consensus in implementation
- Create an action plan for monitoring