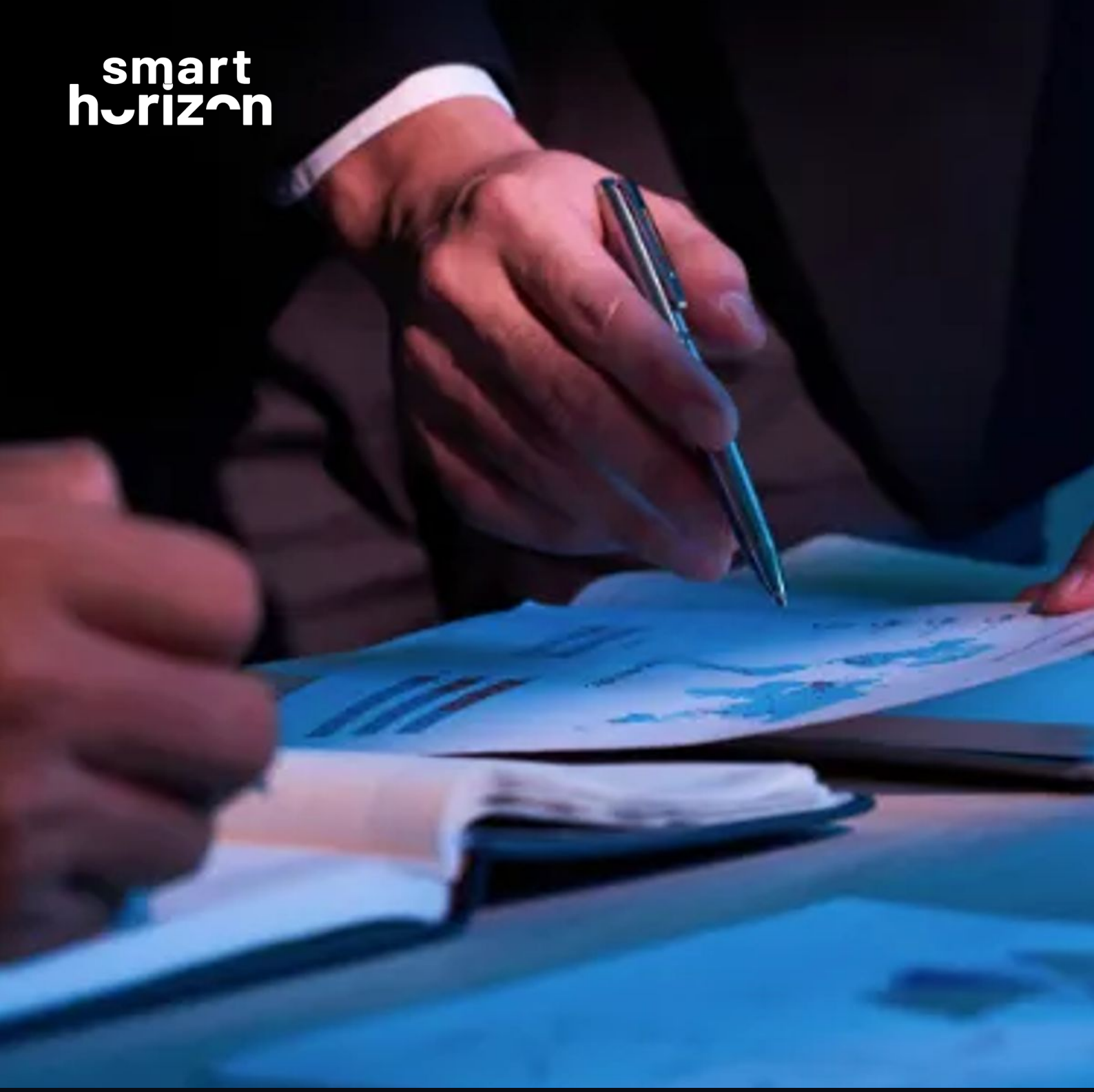


FINANCE & ACCOUNTING | COURSE BROCHURE

Balanced Scorecard Professional

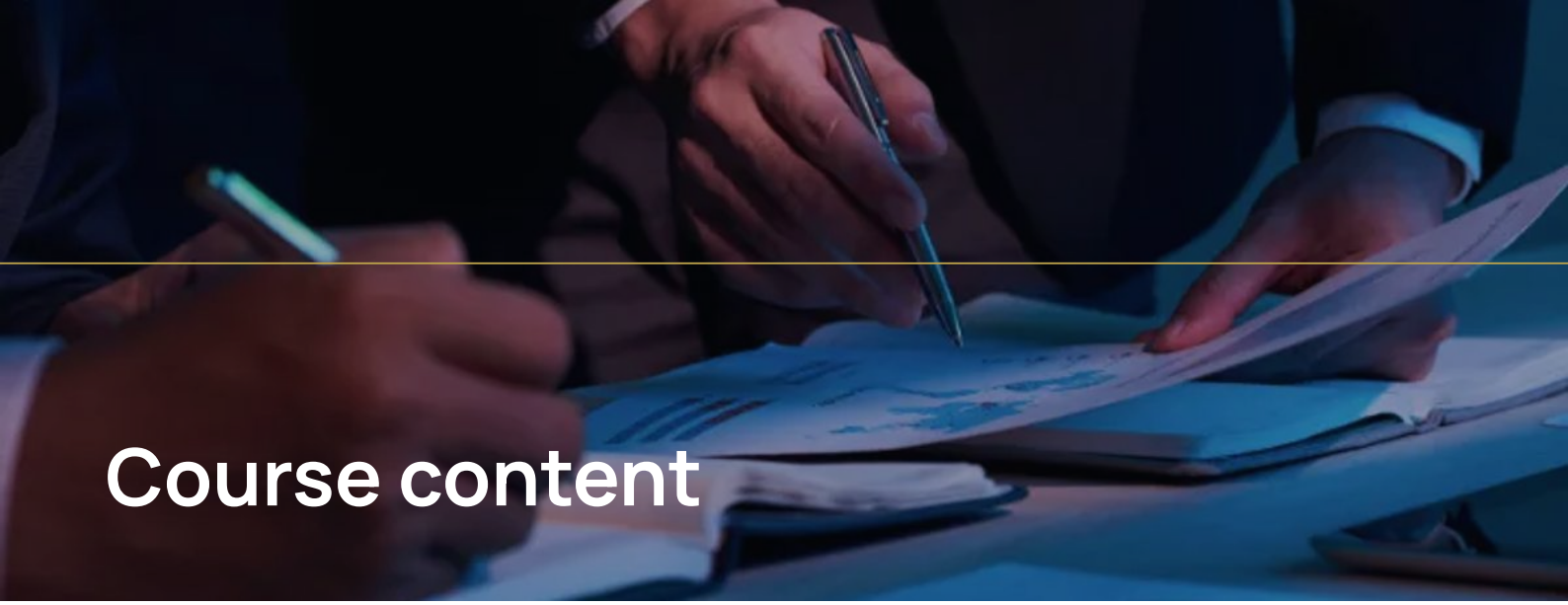
5 days | Classroom training | English

SMART HORIZON

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The Netherlands

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Course content

Why attend

This course equips professionals with the skills to implement and manage a Balanced Scorecard (BSC) framework, aligning strategic objectives with performance metrics. Participants will develop practical capabilities in strategy mapping, performance measurement, and continuous improvement, enhancing organisational effectiveness.

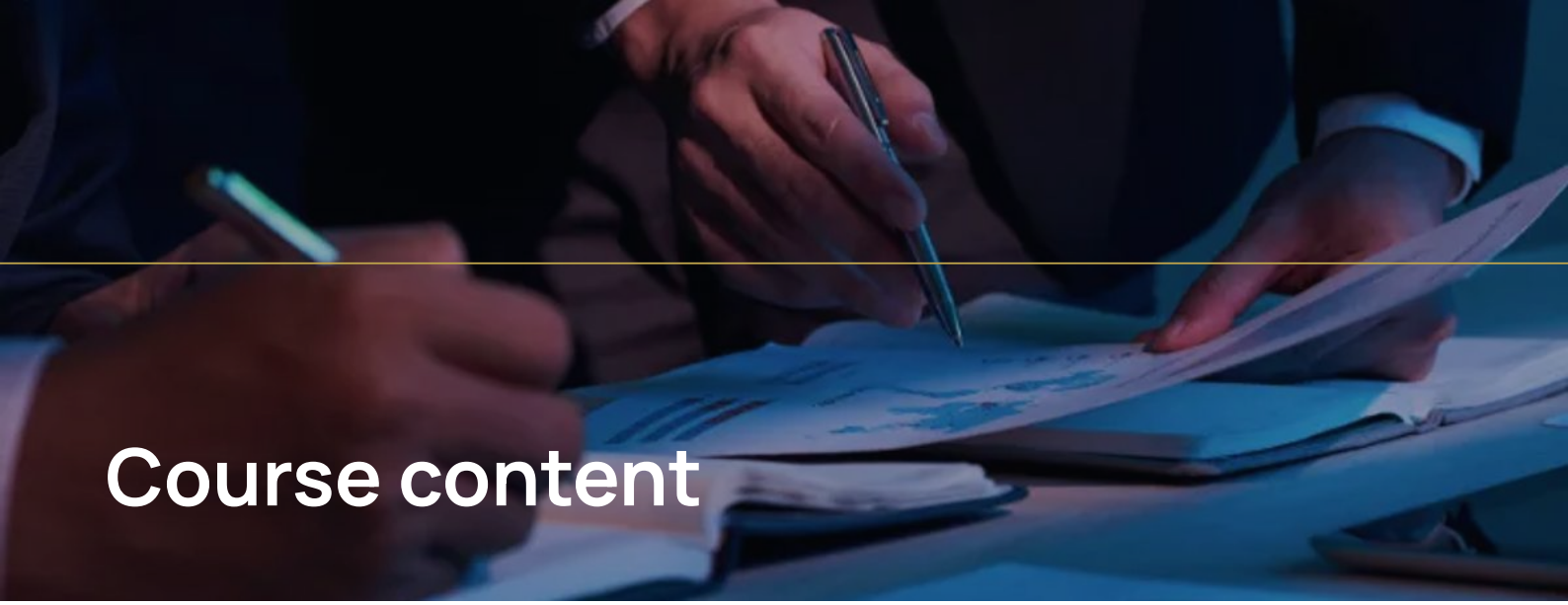
Organisations often struggle to translate strategic goals into actionable performance metrics, leading to misalignment and inefficiencies. This course addresses these challenges by providing participants with the tools to create a Balanced Scorecard that effectively communicates strategy and drives performance across departments. By learning to align KPIs with strategic objectives, professionals can ensure that every level of the organisation is focused on the same goals, ultimately improving accountability and performance outcomes. This alignment is crucial for fostering a culture of continuous improvement and achieving long-term success in a competitive landscape.
Participants will engage in practical exercises that simulate real-world scenarios, enabling them to design and implement a Balanced Scorecard tailored to their organisation's needs. They will practise developing strategy maps and performance dashboards, which are essential for tracking progress and making informed decisions. By mastering these tools, participants will enhance their ability to facilitate strategic discussions and drive organisational change. The skills gained will empower them to effectively communicate performance insights to stakeholders, ensuring that strategic initiatives are supported and resourced appropriately. This course ultimately prepares professionals to contribute meaningfully to their organisation's strategic success.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, workshops, and simulations to facilitate hands-on learning. Participants will work in groups to analyse fictional organisational scenarios, develop strategy maps, and create performance dashboards. Each session culminates in a presentation of their outputs, providing opportunities for peer feedback and collaborative learning. Additionally, participants will engage in role-playing exercises to simulate stakeholder discussions, enhancing their ability to communicate insights effectively. By producing tangible work products, such as strategy maps and performance dashboards, participants will leave with practical tools they can implement immediately in their organisations, ensuring that learning is directly applicable to their work contexts.



Course content

Course objectives

By the end of this course, participants will be able to:
• Design a Balanced Scorecard framework that aligns with organisational strategy.
• Analyse strategic objectives and their relationships in a strategy map.
• Develop key performance indicators (KPIs) for each perspective of the BSC.
• Assess performance measurement systems and their effectiveness in driving strategic goals and objectives.
• Construct a performance dashboard that visualises organisational performance metrics and trends.
• Justify the selection of KPIs based on organisational goals and stakeholder needs.
• Facilitate a strategic discussion to align team objectives with the Balanced Scorecard framework.
• Evaluate the impact of the Balanced Scorecard on organisational performance.

Target audience

This course is suitable for:
• Strategic planners responsible for aligning business objectives with performance metrics.
• Business analysts tasked with measuring and reporting on organisational performance.
• Project managers involved in strategy implementation and performance tracking.
• Senior managers seeking to enhance decision-making through performance insights.

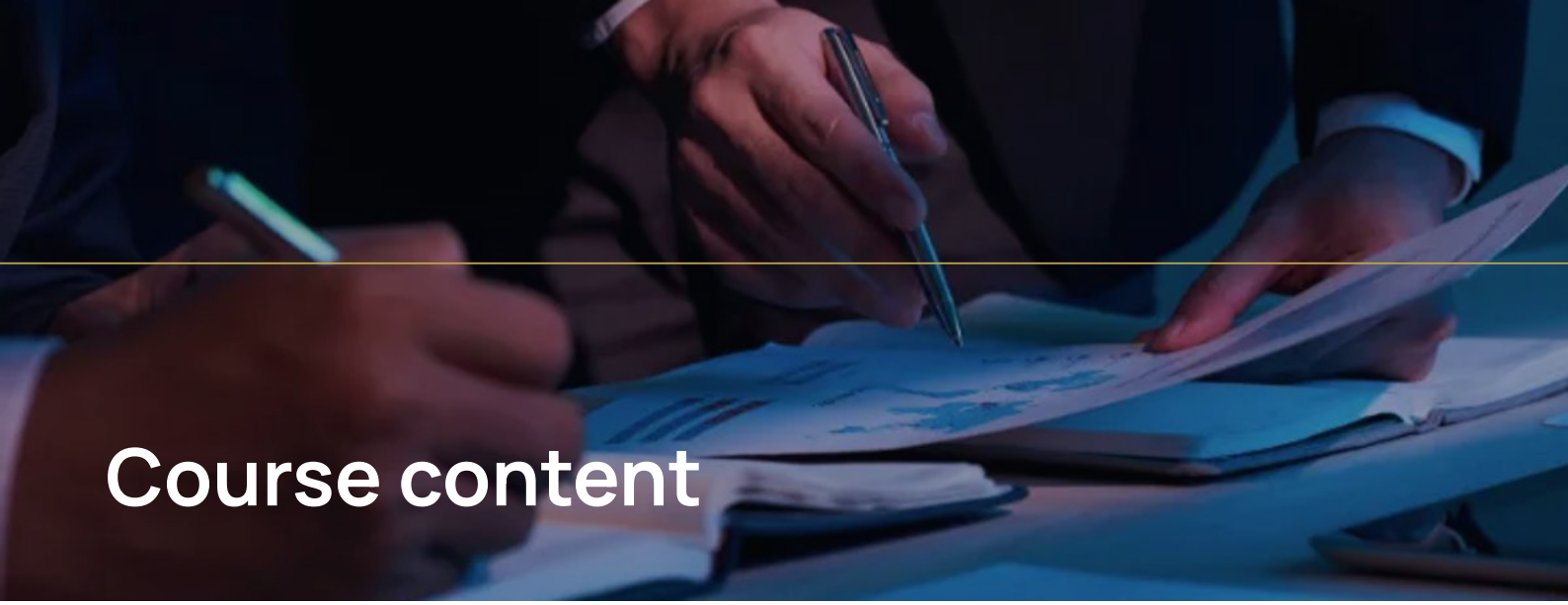
Target competencies

Participants will develop competencies in:
• Ability to design and implement a Balanced Scorecard framework.
• Proficiency in developing strategy maps and performance indicators.
• Skill in analysing and interpreting performance data.
• Capability to construct effective performance dashboards.
• Expertise in aligning KPIs with organisational strategy.
• Aptitude for facilitating strategic discussions and workshops.

Course outline

Day 1: Introduction to Balanced Scorecard Concepts

Applied activity: Participants will analyse a fictional organisation's strategic goals and identify misalignments in current performance measures. They will then propose initial ideas for a Balanced Scorecard that addresses these gaps, focusing on specific metrics and objectives to enhance alignment.
Output: A draft Balanced Scorecard framework outlining strategic objectives and initial performance measures.



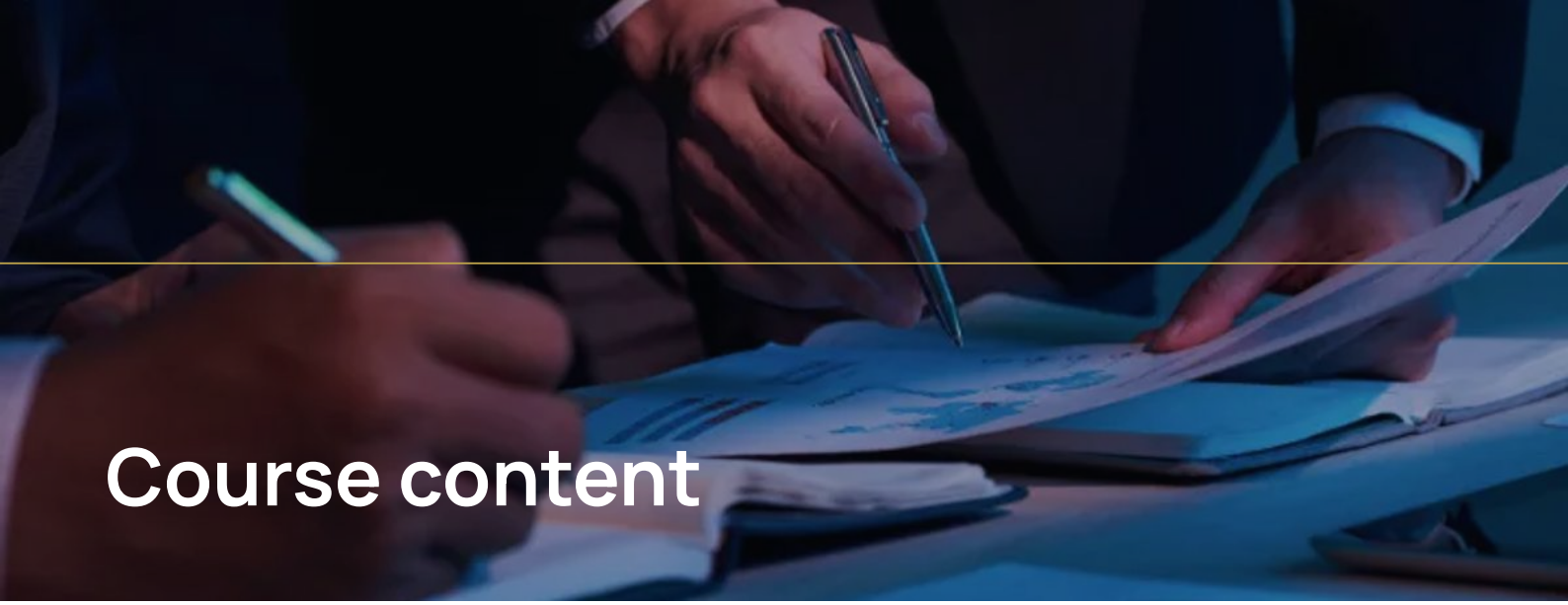
Course content

09:00–09:54	Define the Balanced Scorecard and its four perspectives: Financial, Customer, Internal Processes, Learning and Growth.
09:54–10:48	Discuss the importance of strategic alignment in performance management for organisational success.
10:48–11:00	Identify common challenges in traditional performance measurement systems and their limitations.
11:00–11:30	**Coffee break**
11:30–12:12	Identify common challenges in traditional performance measurement systems and their limitations. (continued)
12:12–13:06	Introduce the concept of strategy mapping and its critical role in the BSC framework.
13:06–14:00	Explore case studies of successful Balanced Scorecard implementations across various industries.

Day 2: Developing Strategy Maps

Applied activity: Working in groups, participants will create a strategy map for a fictional company, illustrating the connections between strategic objectives and performance outcomes. They will discuss how each objective supports overall strategy and contributes to organisational success.
Output: A completed strategy map that visually represents the organisation's strategic objectives.

09:00–09:54	Explain the purpose and components of a strategy map in visualising organisational strategy.
09:54–10:48	Guide participants in creating a strategy map for their chosen organisation, linking objectives to outcomes.
10:48–11:00	Discuss the relationships between strategic objectives and how they drive organisational performance.
11:00–11:30	**Coffee break**
11:30–12:12	Discuss the relationships between strategic objectives and how they drive organisational performance. (continued)
12:12–13:06	Identify key drivers of success within the strategy map framework and their implications.
13:06–14:00	Review examples of effective strategy maps from various industries to illustrate best practices.



Course content

Day 3: Key Performance Indicators (KPIs)

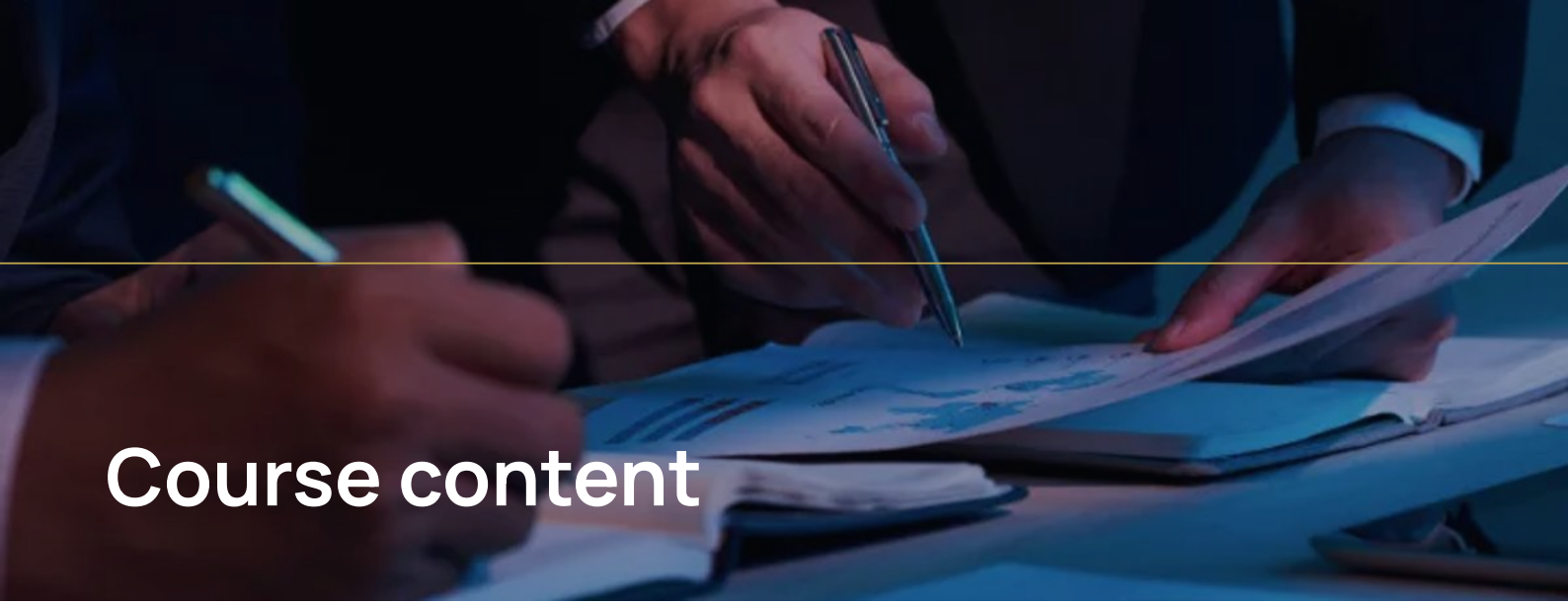
Applied activity: Participants will develop specific KPIs for each perspective of their strategy map, ensuring alignment with strategic objectives and stakeholder expectations. They will justify their choices based on organisational priorities and the overall strategy.
Output: A comprehensive list of KPIs linked to the strategy map.

09:00–09:54	Define KPIs and their role in the Balanced Scorecard as performance measurement tools.
09:54–10:48	Discuss characteristics of effective KPIs and how to select them based on strategic priorities.
10:48–11:00	Explore the process of developing KPIs for each BSC perspective to ensure comprehensive measurement.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the process of developing KPIs for each BSC perspective to ensure comprehensive measurement. (continued)
12:12–13:06	Assess the relevance of KPIs to stakeholder needs and organisational goals for better alignment.
13:06–14:00	Review examples of KPIs used in successful BSC implementations to understand practical applications.

Day 4: Performance Measurement Systems

Applied activity: Participants will assess a fictional organisation's existing performance measurement system, identifying strengths and weaknesses, and propose improvements based on BSC principles. They will present their findings to the group, focusing on actionable recommendations.
Output: A report detailing the assessment and proposed enhancements to the performance measurement system.

09:00–09:54	Examine the role of performance measurement systems in supporting organisational strategy and decision-making.
09:54–10:48	Discuss the importance of data collection and analysis in performance management and reporting.
10:48–11:00	Identify common pitfalls in performance measurement and how to avoid them for better outcomes.
11:00–11:30	**Coffee break**
11:30–12:12	Identify common pitfalls in performance measurement and how to avoid them for better outcomes. (continued)
12:12–13:06	Explore tools and techniques for effective performance measurement and reporting.



Course content

13:06–14:00	Review case studies of organisations that have successfully implemented performance measurement systems to drive performance.

Day 5: Creating Performance Dashboards

Applied activity: Participants will create a performance dashboard for their fictional organisation, incorporating the developed KPIs and ensuring clarity and usability for stakeholders. They will present their dashboards in a mock stakeholder meeting, simulating real-world scenarios.
Output: A functional performance dashboard prototype that visualises key performance metrics.

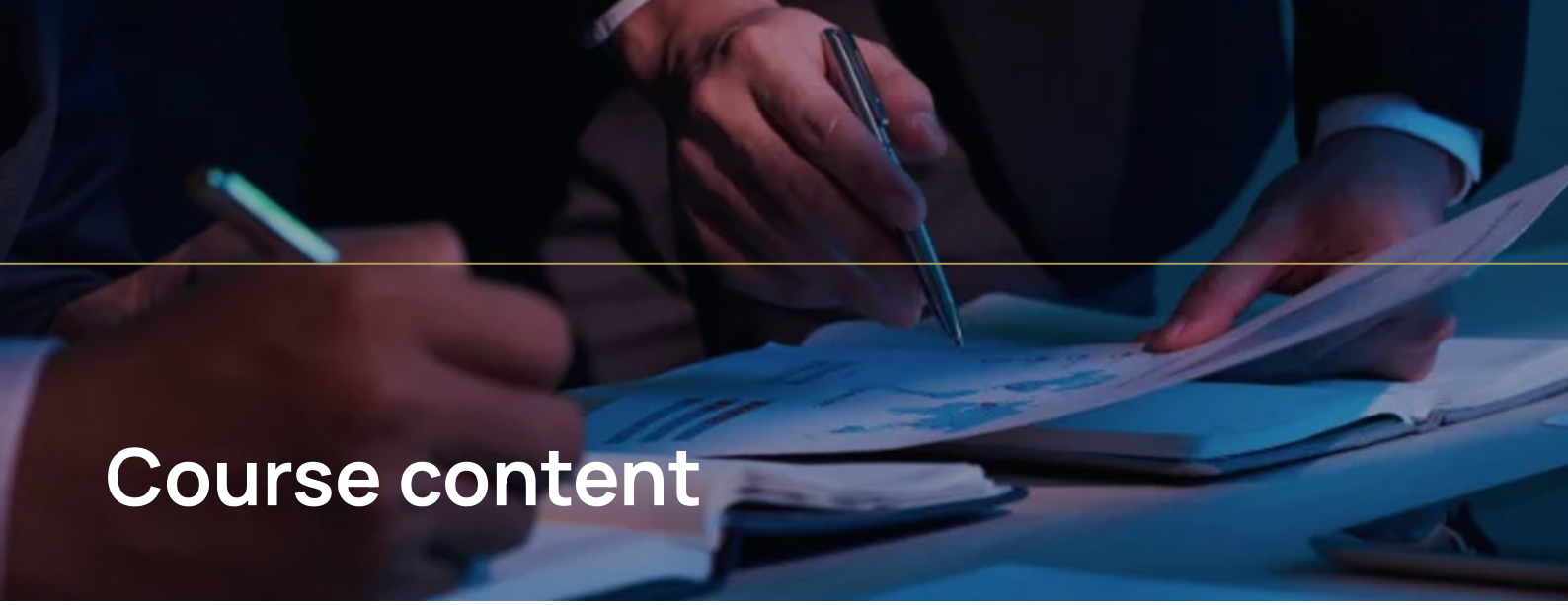
09:00–09:54	Define performance dashboards and their significance in monitoring and communicating performance effectively.
09:54–10:48	Discuss design principles for effective dashboards that communicate insights clearly and concisely.
10:48–11:00	Explore software tools and technologies for dashboard creation and data visualisation.
11:00–11:30	**Coffee break**
11:30–12:12	Explore software tools and technologies for dashboard creation and data visualisation. (continued)
12:12–13:06	Guide participants in integrating KPIs into a dashboard format for comprehensive performance tracking.
13:06–14:00	Review examples of effective performance dashboards from various sectors to illustrate best practices.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

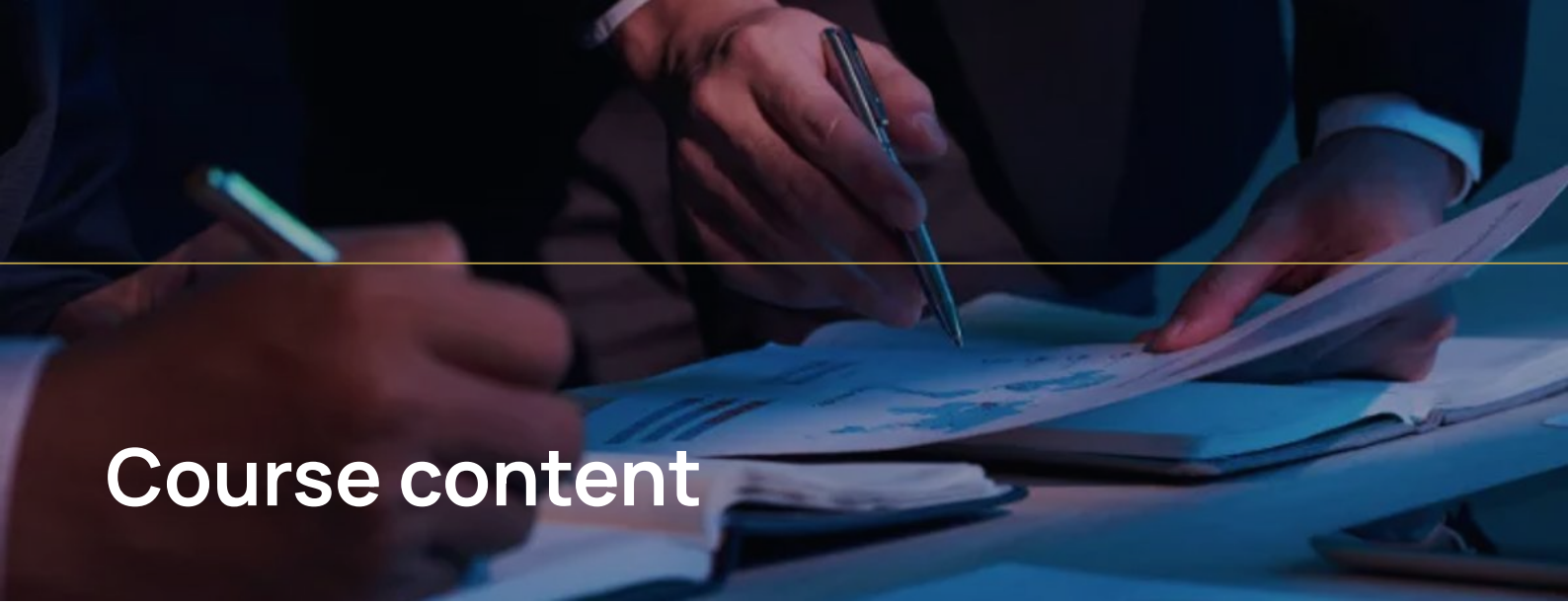
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

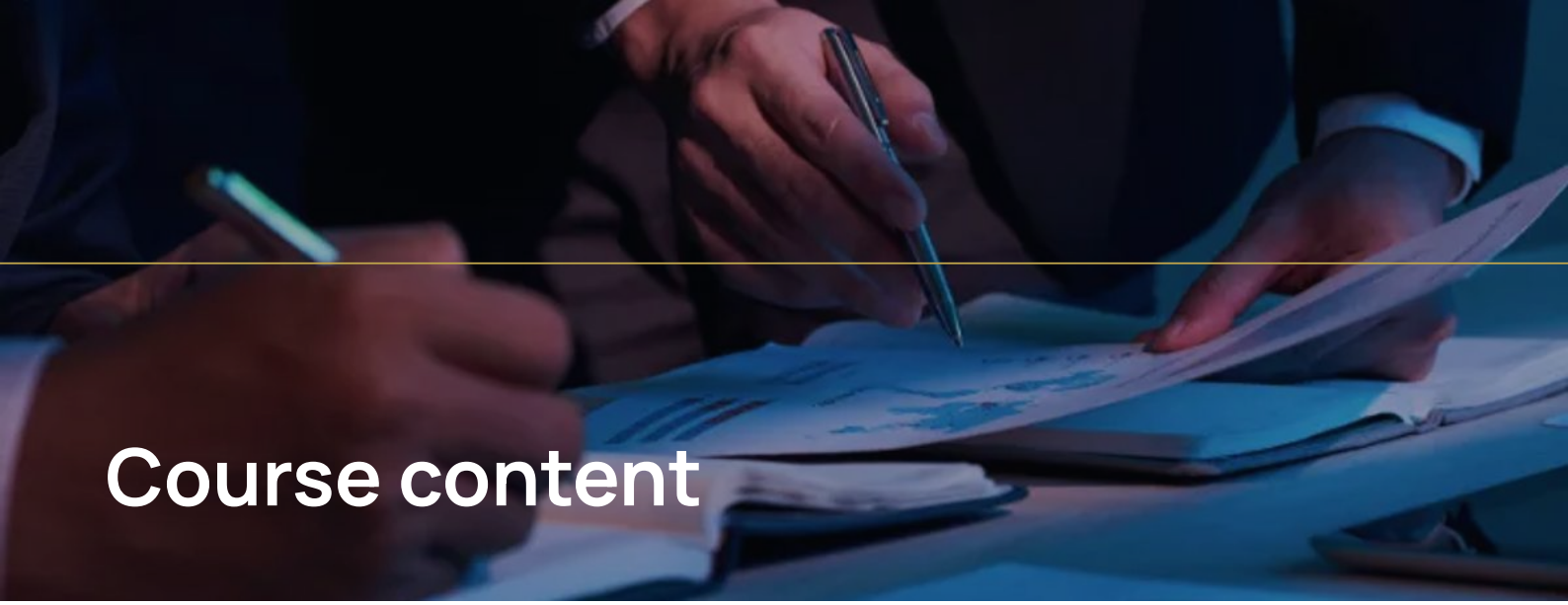
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

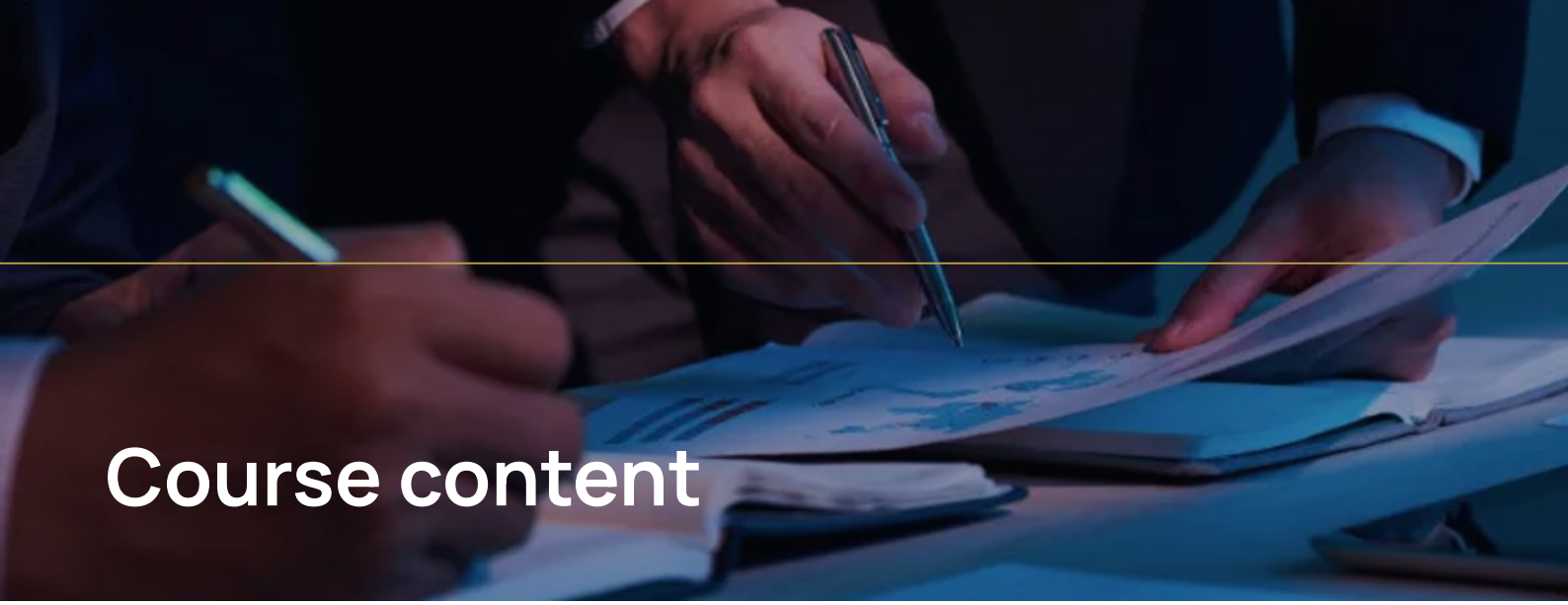
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Cape Town Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,890.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

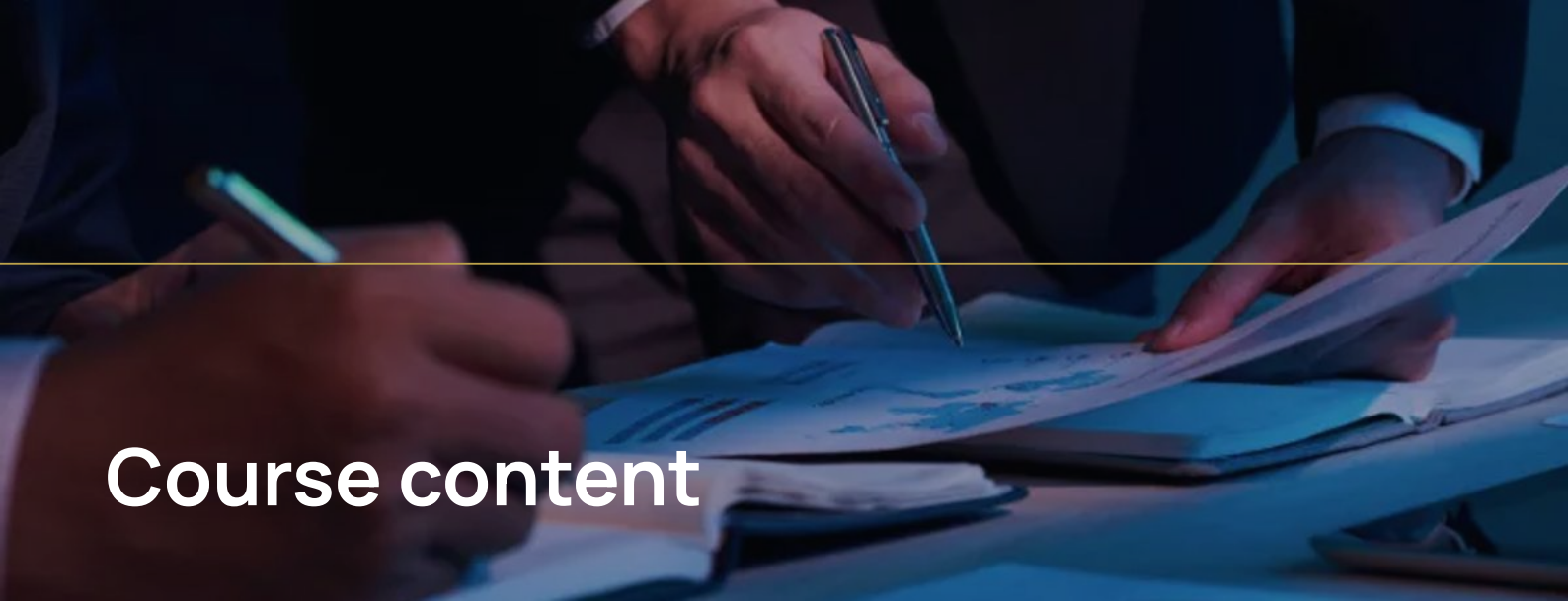
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Vienna Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,940.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

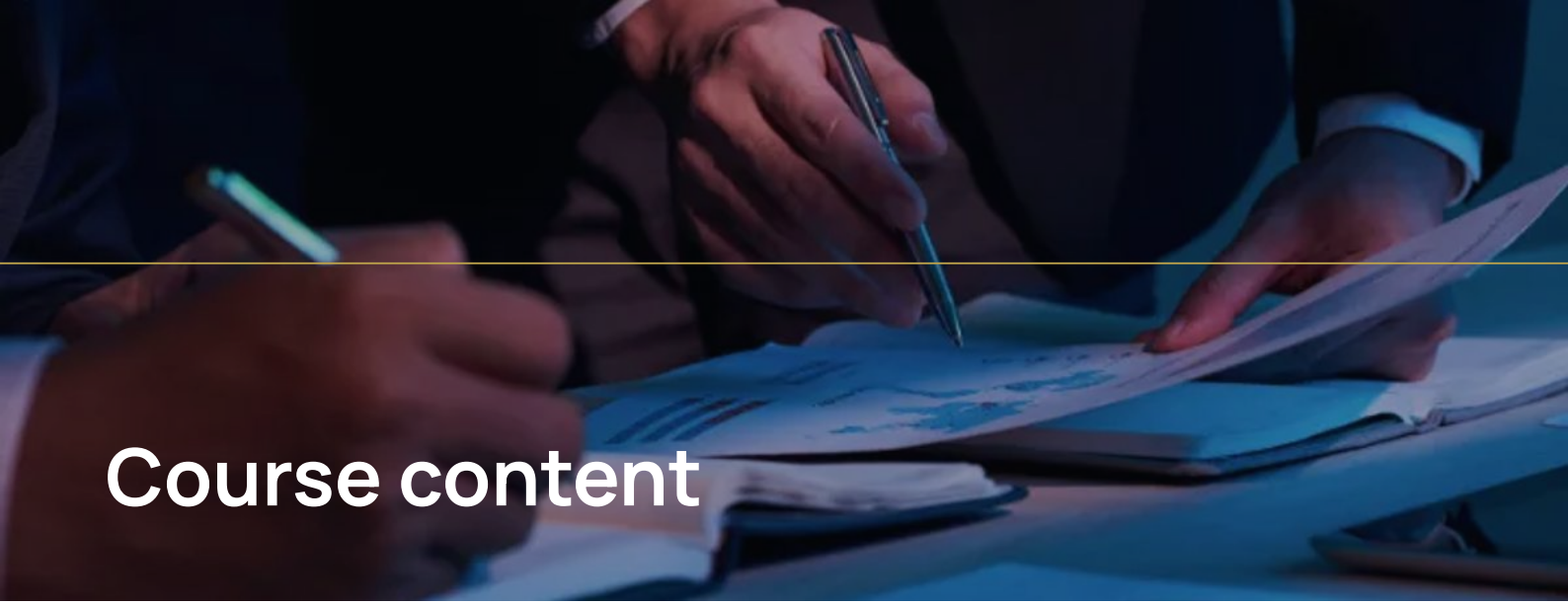
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

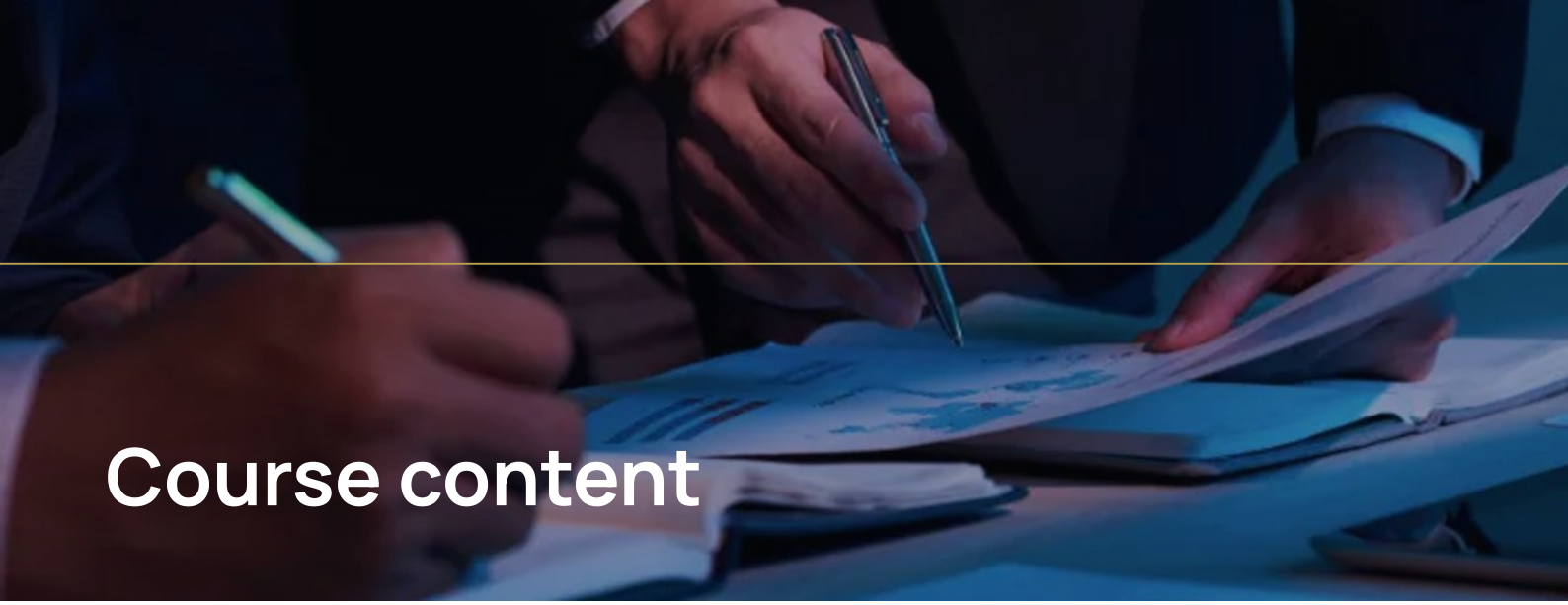
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

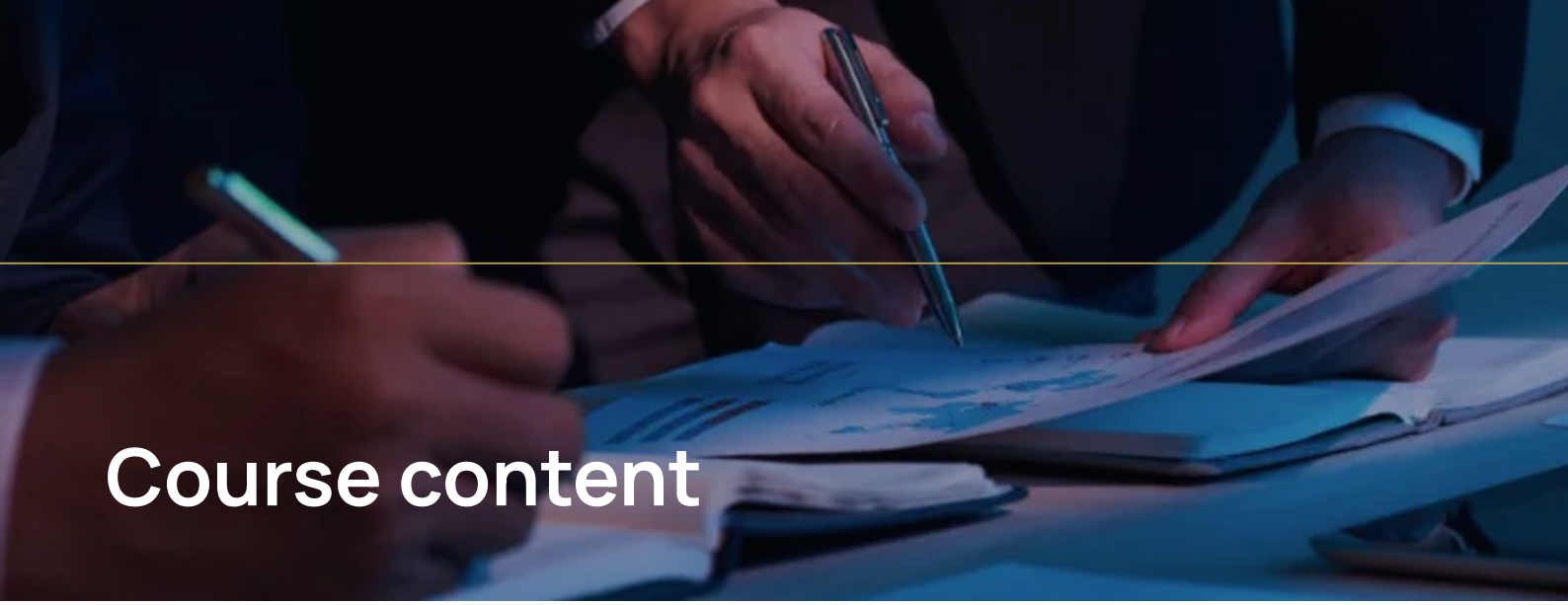
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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