

# Balanced Scorecard, the practical way!

*Thinking about*  
**Business Performance  
Management**  
*for your company?*

# Balanced Scorecard, the practical way!

'Balanced Scorecard, the practical way', offers a common sense approach to successful BSC implementations, teaching attendees the do's and don'ts of effective Business Performance Management and how to apply them in their own business environment. This training course provides your organization with a real and cost-effective opportunity, if you recognize one or more of the following situations:

- Your organization is just starting out with a BSC initiative
- Your Balanced Scorecard initiative does not deliver the desired results for your organization
- Your Balanced Scorecard contains far too many measures (key performance indicators)
- Your organization has to select the best possible software to deploy your Balanced Scorecard initiative
- You are looking for professionals to guide your staff - the practical way! - along the road to success with your Balanced Scorecard initiative
- Your organization is looking for a customized but cost effective way to train your staff on Balanced Scorecard implementations

'Balanced Scorecard, the practical way', is a three day pragmatic in-depth training course for your managers, staff functions, BSC Project Manager(s) and team members, allowing them to gain the necessary knowledge to kick start or revive your BSC initiative. Up to 20 people can attend the training course, either on site in your company, or at a residential training venue of your choice.

## Allow your people to learn from experts

'Balanced Scorecard, the practical way!' aims at providing a healthy balance between education and practical application. The expertise and field experience of the trainer, combined with the specific organizational knowledge of the participants, will guarantee you the following deliverables:

- Insight in the current strategic awareness and maturity of the organization
- Clear understanding of the need for and concepts of Business Performance Management and the Balanced Scorecard
- Detailed insight in the do's and don'ts of successful Business Performance Management
- Draft design for the corporate, business unit or department scorecard with identified and well defined key performance indicators (areas) and strategy map, depending on the scope of responsibility of participants
- Proper understanding of how to set up measuring methods and systems when data is not available
- Insight in the benefits of managing cause and effect relationships to make the transition from a reactive to a pro-active performance management
- Being able to draft a suitable design, implementation, deployment and communication plan for your Balanced Scorecard
- Knowing how to select a suitable IT platform for your Balanced Scorecard

# PROGRAM

## Day 1

- Program, participants and trainer introductions
- Evolution of Business Performance Management during the past decades. Why is BPM essential in today's organization?
- What is Business Performance Management? BPM structure and dynamics, how to approach a successful deployment?
- Business Performance Management, the strategic driver for every organization. Going from strategy to operations
- Success factors and pitfalls in designing and implementing Business Performance Management
- Questions & Answers

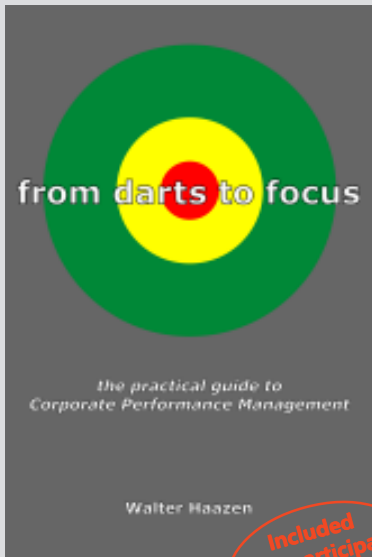
## Day 2

- Review of the results of the strategic survey and current strategic objectives. What are the most critical challenges and objectives for your company in 1, 3 and 5 years, and what are their main drivers?
- The four (or more) Balanced Scorecard perspectives for your organization
- Selection and definition of key performance areas in all perspectives of your Balanced Scorecard
- Design of your organizational strategy map, how to visualize the cause and effect relationships in your strategy?
- Questions & Answers

## Day 3

- Deploying the strategic blueprint in the organization. Create ownership by involving people in further design and implementation.
- How to identify and define the proper key performance indicators? Sample design for 5 to 10 KPI's
- Designing new measuring methods when data is not available
- Visualizing cause and effect relationships for the most critical KPI's in your organization
- Ensuring a proper implementation, deployment and communication plan for your Balanced Scorecard. How to make it actually work?
- Choosing the right IT technology for your Balanced Scorecard
- Questions & Answers

# The Package



Included  
in the participant  
package!

By attending 'Balanced Scorecard, the practical way!', each participant will be involved in:

- A strategic company survey, to be filled out before the training
- A three day in-depth practical training on Balanced Scorecard and performance management in general
- Ample opportunity to discuss specific business situations in their working environment as part of the practical exercises

In addition each participant will receive:

- A training manual with guidelines and instructions, enabling them to build their company BSC case and make personal notes during the training
- A free copy of 'From darts to focus - The practical guide to Business Performance Management' as additional reading material
- A certificate of attendance at the end of the training

# Your Investment

To organize 'Balanced Scorecard, the practical way!' for your company, you need to calculate the following investments:

- 3 days attendance for every participant
- Training & facilitation fee of 6.960,- EUR for each 3 day session (Including training & reading materials and shipping costs)
- Travel and hotel for the trainer will be charged at cost
- On site or residential training room with LCD projector, two flipcharts and markers
- Travel and accomodation expenses for participants (In case of residential set up)

For additional information or to order please

email [office@promaco-consulting.com](mailto:office@promaco-consulting.com)

# About the Trainer



Coming from an industrial engineering background, Walter Haazen has 10 years experience in freelance industrial project management and more than 15 years in management consulting with emphasis on Business Performance Management, Process re-engineering and IT integration.

As a Balanced Scorecard and general performance management specialist, Walter has been successfully implementing and applying Balanced Scorecard, EVA, ISO and customised frameworks with several multinational companies in different industries over the years.

He is specialised in working with executives to develop business performance management frameworks starting from mission, vision and strategy and connecting the business scorecard to operational level control of people, processes, projects and improvement initiatives

Walter has 8 years experience in teaching business performance management principles at leading universities in Belgium and The Netherlands, such as 'Inholland Academy' and 'Nyenrode University'

He is the author of the books 'From darts to focus, the practical guide to business performance management' (ISBN 141206489-9) and 'Corporate Governance, So What? - Guidelines for Innovating Board Directors and Executives' (ISBN 141209296-5), as well as several articles on specific performance management issues.