

Informa Connect

Academy



Balanced Scorecard Master Professional (BSMP) Certification

Lead a Balanced Scorecard Planning and Management System Implementation

FACE TO FACE TRAINING | 24 - 28 June 2024 | Gold Coast



Attend In-Person

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www.informaconnect.com/academy

Course Information

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Key Learning Objectives

- Learn advanced techniques for building and implementing a Balanced Scorecard performance management system, including strategic planning, strategic management, performance measurement and target setting, initiative prioritization, performance information systems, and program evaluation
- Learn advanced communication and change management aspects of the Balanced Scorecard journey
- Learn how to overcome the 10 most common challenges to success, and practice building a scorecard application under the eye of an experienced certified Balanced Scorecard trainer
- Develop a full BSC using the Nine Steps to Success™, stage by stage, throughout the week, culminating in a presentation on Day Five as part of the course assessment and exam
- Learn facilitation and coaching skills necessary to lead and participate in team workshops
- Learn how to cascade the enterprise scorecard throughout the organization

Who Will Benefit

This application course is for Certified Balanced Scorecard Professionals who want to achieve the highest level of certification – Master Professional Certification – from the Balanced Scorecard Institute.

This Balanced Scorecard Master Professional training is a way to “upgrade” their work to full BSMP certification. The program is ideal for participants charged with building, implementing, managing, and sustaining Balanced Scorecard planning and management systems. It was developed for members of internal Balanced Scorecard teams who want to learn how to build, deploy, and sustain scorecard systems and to help them incorporate lessons learned and best practices into the development of a strategic management system.

Course Methodology

Throughout the Balanced Scorecard Master Professional (BSMP) course, we will use case studies and exercises in small groups to allow each participant to practice facilitation techniques and receive feedback from the instructor. You will work with your colleagues from a wide variety of organizations with different perspectives. You come to the program with an application example from your organization or from a personal interest area, and you build your scorecard during the class, with expert instructor feedback at each step of the process.

Course Material

- Over 200-page workbook and over 220-page resource book, in addition to other handouts including case studies and templates
- Performance Toolkit® with worksheets for each step of the methodology
- Readiness assessment and lessons learned tips
- Sample organization assessment survey with questions
- Sample strategy maps on large-format charts
- Proptech companies and investors
- Packet of case studies and exercises
- Advanced practitioner toolkit material, including templates, detailed guidelines for facilitation, sample schedules for building a scorecard system, definitions, and a summary of each step in the process

Prerequisites

This course is designed for participants who have already completed the Balanced Scorecard Professional Certification (BSP) and passed the BSP Certification Exam.

Participants are highly discouraged from taking the application course immediately after taking the BSP program, as the application program experience is improved dramatically when the participants have real-world problems to discuss and address. Before registering for the Balanced Scorecard Master Professional (BSMP) Certification, It is recommended to gain at least three to six months of practical experience using the framework after completing the BSP program.

Participants will need to come prepared to develop a real scorecard based on their needs.

Course Information

Meet Your Course Director

About the Course

This is a required course for the Balanced Scorecard Master Professional (BSMP) Certification seekers. It is designed for those who have already achieved the Balanced Scorecard Professional Certification and passed the exam. This course includes advanced Balanced Scorecard topics, mentoring from a senior Institute certifying trainer, and the development of a student practical application.

This five-day course uses the Balanced Scorecard Institute's nine-step framework: Building and Implementing a Balanced Scorecard: Nine Steps to Success™. The course is taught in an interactive manner, using lectures, lessons learned, practical examples, mentoring with specific help on each student's application example, shared participant experiences, before and after scorecard examples from actual client engagements, certification exam preparation, and practice sessions. The culmination of the course is a student presentation to the class and instructors.

Successful implementation techniques will be taught, as well as tips and tricks for dealing with implementation issues standing in the way of successful scorecard programs. Change management and facilitation skills will be taught, and participants will have a chance to practice these skills.



Alan Fell is a UK-based independent consultant and management trainer, specialising in the Balanced Scorecard and the wider disciplines of Strategy Execution.

After a successful career with a major London-based bank, during which he led a pioneering Balanced Scorecard application in 1994-96, Alan has operated across the world for the last 20+ years, combining management training and implementation consultancy.

Alan has focused especially on the GCC markets in the last 20 years, spending well over half of his work time in the region, with involvement in innumerable training programmes and consulting assignments. In total Alan has led more than 300 training courses across the world during this period.

For many years, Alan has led his own Certificate in Strategy Execution training programme, in conjunction with Informa. In addition, Alan is also a Senior Associate of the Balanced Scorecard Institute and has been the course leader many times for the "BSP certified Bootcamp" scorecard training programme.

In total, Alan brings well over 30 years of hands-on strategy management experience, including 24 years of the Balanced Scorecard. He has been a frequent past chairman of many of Informa's Balanced Scorecard / strategy conferences.

DESTINATION:

GOLD COAST, Australia

Don't miss the opportunity to complete the Balanced Scorecard Certification training whilst visiting one of Australia's iconic destinations – the vibrant Gold Coast. With international travel back in full swing, there's no better time to fit in work and pleasure than visiting the magnificent beaches, attractions, wildlife and gastronomy destinations this beautiful city has to offer!

With easy accessibility via Gold Coast International Airport or a one-hour drive from Brisbane, the Gold Coast is one of Australia's best-connected cities. Year-round weather delivers basking sunshine over 300 days a year, perfectly suiting Balanced Scorecard Certification dates to fit in a timetable of work and play. To learn more, visit www.informacomm.com/academy for more details.

Course Outline

INTRODUCTION

Learning Objectives: Introduce participants; outline course modules; introduce the application example; discuss the course schedule.

- Introductions, expectations, and participant knowledge
- Workshop objectives
- Agenda, schedule, and logistics
- Introduction to the workbook and course
- Definitions
- Application development and presentation description and requirements

BALANCED SCORECARD OVERVIEW

Learning Objectives: Review the basic principles of Balanced Scorecard strategic planning and management systems; discuss building, implementation, and sustainment issues; explore critical success factors of successful systems; discuss managing the scorecard project; contrast the differences and similarities in scorecard systems for different organizations; discuss a typical BSC cycle.

- Review and contrast different approaches to performance management and measurement
- Benefits of scorecard systems
- Differences among business, government, and nonprofit scorecard systems
- Review of the basic components of scorecard systems and how they fit together
- Summaries, challenges, and lessons learned for each scorecard system framework step
- Sample BSC strategies, strategy maps, and performance measures
- Challenges of scorecard systems and how to overcome them
- Class dialogue around student issues

THE BALANCED SCORECARD DEVELOPMENT PROCESS

Learning Objectives: Discuss principles and success factors of managing scorecard development programs; contrast the differences and similarities in scorecard systems for different organizations; discuss a typical BSC cycle; learn effective facilitation techniques.

- Managing the process
- Creating a realistic scorecard development schedule
- Securing resources and getting people on board
- Dealing with objections
- Facilitating scorecard development workshops
- Class dialogue around student issues

CHANGE MANAGEMENT ASPECTS OF BALANCED SCORECARD SYSTEMS

Learning Objectives: Understand the people side of implementing a change initiative, obstacles and how to overcome them.

- Use a Readiness Assessment to define the organization's readiness for change
- Theories of change
- Review models for change from experts in the field of change management
- Developing a change management plan
- Class dialogue

ADVANCED SCORECARD DEVELOPMENT TECHNIQUES

Learning Objectives: Advanced techniques for surveying customers and employees, strategy mapping, performance measurement and target setting, initiative management, and scorecard cascading; rewards and recognition.

- Changing hearts and minds through interactive communications
- Employee motivation
- Rewards and incentives
- Tips on building and sustaining employee buy-in

- Advanced performance measures' considerations
- Cascading the scorecard throughout the organization – aligning vision, strategy, and work
- Project management
- Best practices
- Class dialogue around student issues

ADVANCED TOPICS

Learning Objectives: Advanced topics for areas related to strategy and Balanced Scorecard development

- Porter's Five Forces
- Creating customer personas
- Scenario planning
- Risk Management
- Advanced Blue Ocean techniques
- Communications planning
- Data collection issues discussion
- Using OKRs to create alignment with agility

MANAGING WITH THE BALANCED SCORECARD

Learning Objectives: Organization considerations for managing scorecard systems, using scorecard information to improve performance and strategic budgeting.

- Implementation issues
- Review of software options for collecting, verifying and validating performance data and information
- Strategic budgeting using the Balanced Scorecard
- Using performance information to improve organization performance
- Sustaining the scorecard system
- Class dialogue around student issues

APPLICATION DEVELOPMENT

Learning Objectives: Develop a practical Balanced Scorecard example for your organization; work through issues facing scorecard implementation in your organization.

- Review student application material
- Build the student application and prepare student presentations

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Easy Ways to Register



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Course Code	Location/ Format	Course Dates	Early Bird price valid until 7 June 24		Standard price valid after 7 June 24		Great Savings: When you book 4 or more participants! Call us today on +61 (2) 9080 4399 or email training@informa.com.au to take advantage of the discount offer.
			\$5,095 + \$509.50 GST	\$5,604.50	\$5,395 + \$539.50 GST	\$5,934.50	
P24GL29GC	Gold Coast	24 - 28 June 2024	\$5,095 + \$509.50 GST	\$5,604.50	\$5,395 + \$539.50 GST	\$5,934.50	

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ABOUT INFORMA CONNECT ACADEMY

Informa Connect

Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ON-SITE & CUSTOMISED TRAINING

Informa Connect Academy has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants. If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

WHY CHOOSE ON-SITE WITH INFORMA CONNECT ACADEMY?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

Speak with **Sushil Kunwar** on **+61 (2) 9080 4370** to discuss your customised learning solution, or email inhouse@informa.com.au



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