



**Asia Masters Center**

## **Management Engineering concept of Balanced Scorecard**





## Management Engineering concept of Balanced Scorecard

### ➔ Course Objective

- Help facilitate the creation of a strategic plan in their organization
- Describe the structure and typical content of a Balanced Business Scorecard
- Build a Balanced Scorecard from scratch based on their organization's strategy and objectives
- Know how to use the Balanced Scorecard to align operational activity with strategy
- Use best-practice approaches to overcome obstacles and challenges to putting a Balanced Scorecard into practice
- Understand and meet the challenge of managing a significant change in organizational culture

### ➔ Target Audience

- managers
- senior buyers
- project managers, civil engineers
- construction managers
- contractors, sub-contractors
- site engineers, senior management
- government agencies
- architects, construction professionals



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- anyone responsible for purchasing at a senior level who seeks to enhance their skills further.
- Purchasing and supply chain managers  
Project managers



### Course Outline

#### **DAY 1**

- **Strategic Planning and the Balanced Scorecard**
- Introduction to the Balanced Scorecard
- Benefits of the Balanced Scorecard
- Linking Mission and Vision to operations
- Application and uses of the Balanced Scorecard
- The Financial, Customer, Process perspectives in detail
- Overview of the Balanced Scorecard creation process
- Strategy Maps and Strategic Themes
- Strategic Measures and Strategic Targets
- Lessons learned from Day 1

#### **DAY 2**

- **Developing a Balanced Scorecard**
- Create a strategy-centric organisation
- The Learning & Growth perspective in detail
- Define strategy, identify strategic themes and build strategic linkages
- Engage the leadership team
- Importance of data collection, interviews and focus groups
- Strategic documentation
- Work with the Case Study
- Strategic objectives and strategic themes
- Lessons learned from Day 2



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### DAY 3

- **Measuring and Monitoring Strategic Performance**
- Purpose of strategic measures and their relationship with KPIs
- Lead and lag measures
- Develop appropriate measures using the Strategy Map
- Examples of measures for each of the four perspectives
- How to implement the Balanced Scorecard
- Determine measures and targets
- Aligning balanced scorecard to the planning and budgeting process
- Case study activities
- Lessons learned from Day 3

### DAY 4

- **Implementing the Balanced Scorecard**
- Map strategic initiatives
- The Strategic Management System and performance management
- Setting appropriate targets
- Plan for implementation
- Build a Balanced Scorecard from scratch
- Cascade the Balanced Scorecard across the organisation – creating business unit, functional, support and personal scorecards.
- Aligning incentives to the balanced scorecard – ‘what you measure is what you get’
- Strategy Review Meetings
- Case study activities
- Lessons learned from Day 4

### DAY 5

- **Pulling it all Together**
- Review and enhance the Balanced Scorecards built on Day 4
- How to make it work in your organisation
- Communicating the Balanced Scorecard



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- Creating an outline project plan
- Identify key roles and key players
- Identify potential pitfalls and barriers to change
- Top Tips for success
- Create a personal plan of action

### ➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

### ➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



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### Price (USD)

Communicate with the training department  
to know the participation fees

➤ **There are offers and discounts for groups**

### The details of the bank account

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