

Balanced Scorecard

Added value for customer

- Systematic approach to BSC implementation with experienced external experts and management awareness of the advantages of this systematic approach
- Implementation of a SWOT[®] analysis (strengths, weaknesses, opportunities, threats) for the organisation
- Development of the organisation's vision and mission statements as well as concrete, measurable and commonly agreed strategic objectives and measures for the organisation in a fact-based balance for the BSC perspectives
- Transfer methods for translating strategic objectives from the BSC into operative objectives
- Integration of the BSC within a comprehensive management system and continuous feedback mechanism as an integral element of BSC implementation

Objective

Installation of BSC as a strategic control instrument for the organisation.

Contents

- Structure, contents and significance of BSC
- Methods, advantages and value for strategic positioning of the organisation
- Vision / mission statements and strategic success factors for the organisation
- Perspectives and links in the BSC (financial, customer, internal business processes, learning & growth)
- Identification of strategic objectives, performance measures and promoters
- Application of supporting analysis methods (SWOT[®] analysis, cause-effect analysis)
- Determination of long-term objectives in a structured and systematic way
- Systematic translation of strategic objectives into operative objectives
- Integration of BSC into a comprehensive management system

Example

4-day workshop:

- BSC basics and qualification of the participants with practical exercises
- Development of the basic structure of a BSC and the organisation's vision and mission statements, strategic objectives and measures
- Selection of participating members from the organisation