Training Course on Strategic Planning and Execution Using the Balanced Scorecard

Professional Development Training Course Outline

Category	Project Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s fast-paced and competitive business environment, organizations must implement robust strategic planning and performance management systems to thrive. Training Course on Strategic Planning & Execution Using the Balanced Scorecard offers professionals and leaders a results-driven approach to align vision, strategy, and operations using one of the most effective tools in modern management. This powerful framework bridges the gap between strategy formulation and execution, enabling organizations to achieve measurable success and sustainable growth.

This comprehensive course integrates performance metrics, data-driven decision-making, and goal alignment with a practical application of the Balanced Scorecard methodology. Participants will explore how to translate vision into actionable objectives, develop strategic maps, and monitor key performance indicators (KPIs) that drive results. This course is ideal for forward-thinking professionals committed to unlocking business performance through effective strategic planning and execution tools.

Programme Curriculum

Training Course on Strategic Planning & Execution Using the Balanced Scorecard

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Course Objectives

1. Understand the core principles of strategic planning frameworks.
2. Master the structure and application of the Balanced Scorecard methodology.
3. Learn how to define and measure key performance indicators (KPIs).
4. Develop a comprehensive strategy map aligned with organizational goals.
5. Improve organizational alignment through performance-driven insights.
6. Translate strategic objectives into operational excellence.
7. Monitor progress using data analytics and performance dashboards.
8. Apply OKRs vs KPIs for agile strategic planning.
9. Enhance decision-making with scorecard-based data insights.
10. Foster a culture of accountability and performance improvement.
11. Learn best practices for strategy execution and sustainability.
12. Integrate change management into strategic initiatives.
13. Adapt the Balanced Scorecard for digital transformation and innovation.

Target Audience

1. C-Suite Executives
2. Strategic Planners
3. Business Analysts
4. Department Heads & Managers
5. Project Managers
6. HR and Performance Managers
7. Consultants and Advisors
8. Entrepreneurs and Startup Leaders

Course Duration: 5 days

Course Modules

Module 1: Introduction to Strategic Planning

- Define strategic planning and its importance
- Explore real-world case studies

- Identify the phases of strategic planning
- Recognize the role of vision and mission statements
- Understand strategic alignment basics

Module 2: Understanding the Balanced Scorecard

- History and evolution of the Balanced Scorecard
- Key components: Financial, Customer, Internal Processes, Learning & Growth
- Benefits and common misconceptions
- Balanced Scorecard vs other strategy tools
- Introduction to strategy mapping

Module 3: Building Strategy Maps

- Define strategic themes and objectives
- Create cause-and-effect linkages
- Visualize business strategy
- Identify success drivers
- Use strategy maps for communication

Module 4: Setting Key Performance Indicators (KPIs)

- Define SMART KPIs
- Align KPIs to strategic goals
- Benchmarking and target setting
- Measuring and tracking performance
- KPI reporting templates

Module 5: Cascading Strategy Through the Organization

- Align department goals with strategy
- Role of leadership in cascading
- Use of OKRs for goal alignment
- Cross-functional collaboration techniques
- Maintain organizational coherence

Module 6: Executing Strategy Effectively

- Strategy execution frameworks
- Aligning initiatives with goals
- Monitoring and controlling progress
- Handling execution roadblocks
- Creating accountability systems

Module 7: Performance Dashboards and Data Visualization

- Introduction to business dashboards
- Tools for real-time performance tracking
- Data storytelling for executives

- Customizing dashboard metrics
- Using dashboards for agile pivots

Module 8: Strategic Reviews & Continuous Improvement

- Conducting performance reviews
- Updating the Balanced Scorecard
- Lessons learned and feedback loops
- Integrating continuous improvement models
- Measuring strategic ROI

Training Methodology

- Interactive workshops
- Real-life case studies
- Group activities
- Strategic simulations
- Actionable templates for real-world application

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com