



CORPORATE PERFORMANCE MANAGEMENT AND BALANCED SCORECARD TRAINING COURSE

18 - 22 OCT 2026

AMMAN

3800 € (PER PERSON)

REF: #BUI6344_220489



COURSE INTRODUCTION / OVERVIEW:

This course provides a comprehensive framework for translating organizational strategy into actionable, measurable results. In today's competitive landscape, the gap between strategy formulation and execution is a critical challenge for many organizations. This program directly addresses this challenge by focusing on Corporate Performance Management (CPM) and the Balanced Scorecard (BSC), a powerful strategic planning and management system. As pioneered by academic authors Robert S. Kaplan and David P. Norton in their influential book, "The Balanced Scorecard: Translating Strategy into Action," the BSC moves beyond traditional financial metrics to provide a more holistic view of business performance. Participants will learn to build and implement a scorecard that aligns business activities to the vision and strategy of the organization, improves internal and external communications, and monitors organizational performance against strategic goals. BIG BEN Training Center has designed this course to be highly practical, equipping attendees with the tools and techniques to drive performance, foster organizational alignment, and create a culture of continuous improvement through data-driven decision making.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Executives and Senior Managers.
- Strategy and Planning Professionals.
- Performance Management Specialists.
- Department Heads and Team Leaders.
- Financial Analysts and Controllers.
- Human Resources Managers.
- Project and Program Managers.
- Business Analysts.
- Quality and Continuous Improvement Managers.



TARGET SECTORS AND INDUSTRIES:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Information Technology and Telecommunications.
- Retail and Consumer Goods.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Non-Profit Organizations.

TARGET ORGANIZATIONS DEPARTMENTS:

- Strategic Planning and Management.
- Finance and Accounting.
- Operations Management.
- Human Resources.
- Information Technology.
- Marketing and Sales.
- Project Management Office (PMO).
- Quality Assurance.
- Corporate Communications.



COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Understand the core principles of Corporate Performance Management.
- Develop a comprehensive strategy map linking strategic objectives in a cause-and-effect chain.
- Design and build a Balanced Scorecard based on the four key perspectives.
- Select and define meaningful Key Performance Indicators (KPIs) for each objective.
- Distinguish between leading and lagging performance indicators.
- Set realistic and challenging targets for all performance metrics.
- Cascade the corporate-level scorecard to business units and support departments.
- Align individual employee objectives with overall organizational strategy.
- Implement a systematic process for performance monitoring and reporting.
- Facilitate strategic review meetings using the Balanced Scorecard.
- Foster a high-performance culture throughout the organization.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly effective. This course moves beyond theoretical lectures to focus on practical application and skill development. Participants will engage in a variety of learning activities, including expert-led presentations, real-world case study analyses, and interactive group discussions that encourage peer-to-peer learning. A significant portion of the course is dedicated to hands-on workshops where attendees will work in teams to build a strategy map and design a sample Balanced Scorecard. This practical approach ensures that participants can immediately apply the concepts learned to their own organizational context. The facilitator will provide continuous feedback and guidance, creating a supportive learning environment. We will utilize a blend of diagnostic tools, performance dashboards simulations, and strategic planning exercises to reinforce key concepts such as KPI selection, target setting, and cascading objectives. The methodology ensures that participants leave not just with knowledge, but with the confidence and competence to implement a robust performance management framework.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF STRATEGIC PERFORMANCE MANAGEMENT

- Introduction to Corporate Performance Management (CPM).
- The evolution of performance measurement systems.
- Understanding the strategy execution gap.
- Core concepts of the Balanced Scorecard by Kaplan and Norton.
- The four perspectives: Financial, Customer, Internal Business Process, and Learning & Growth.
- Linking the Balanced Scorecard to the organization's vision and mission.
- Benefits and common pitfalls of BSC implementation.

UNIT TWO: BUILDING THE STRATEGY MAP

- The role of a strategy map in visualizing the strategy.
- Developing strategic themes and results.
- Defining strategic objectives for each of the four perspectives.
- Establishing cause-and-effect relationships between objectives.
- Techniques for facilitating strategy mapping workshops.
- Aligning the strategy map with stakeholder expectations.
- Case study analysis of successful strategy maps from various industries.

UNIT THREE: DEVELOPING PERFORMANCE MEASURES AND TARGETS

- The art and science of selecting Key Performance Indicators (KPIs).
- Differentiating between leading and lagging indicators.
- Characteristics of effective performance measures.
- Developing a data dictionary and measurement protocols.
- Techniques for setting meaningful and challenging targets.
- Using benchmarks to inform target setting.
- Workshop: Developing KPIs for a sample strategy map.



UNIT FOUR: CASCADING THE SCORECARD AND ENSURING ALIGNMENT

- The importance of organizational alignment for strategy execution.
- Methods for cascading the Balanced Scorecard to different organizational levels.
- Translating high-level strategic objectives into departmental and team goals.
- Aligning individual performance objectives with the scorecard.
- The role of communication in a successful BSC rollout.
- Managing change and overcoming resistance during implementation.
- Case study on effective scorecard cascading in a large organization.

UNIT FIVE: MANAGING PERFORMANCE AND SUSTAINING MOMENTUM

- Using the Balanced Scorecard as a strategic management tool.
- Designing effective performance dashboards and reports.
- Conducting productive strategy review meetings.
- Linking the Balanced Scorecard to budgeting and resource allocation.
- Integrating the BSC with other management systems (e.g., Six Sigma, TQM).
- Fostering a performance-driven culture of accountability and continuous improvement.
- The future of performance management: Beyond the Balanced Scorecard.

FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

SOMETHING TO THINK ABOUT:

How can an organization effectively balance the tension between short-term financial targets and long-term strategic objectives for learning and growth within the Balanced Scorecard framework?



WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by focusing intensely on the practical application and strategic integration of the Balanced Scorecard, rather than treating it as a mere measurement tool. While other programs may focus heavily on the theory of the four perspectives, this training emphasizes the art of creating a dynamic strategy map that tells a compelling, logical story of how value is created. We delve deeply into the nuances of cascading the scorecard, a critical step where many implementations fail, providing actionable techniques for achieving true organizational alignment from the executive suite to the front line. The curriculum is built around a holistic view, connecting the Balanced Scorecard to budgeting, change management, and the cultivation of a high-performance culture. Participants will not just learn how to build a scorecard; they will learn how to use it to drive strategic conversations, make better resource allocation decisions, and foster a shared understanding of the organization's strategic direction. The course provides a robust framework for transforming strategy from a static document into a dynamic, daily management system that guides continuous improvement and sustainable success.