Visual Strategy Mapping for Effective Goal Communication Training Course



26 - 30 Oct 2026

Madrid

5900 € (Per Person)

Ref: #PLA3384_128377

Course Introduction / Overview:

This course provides a comprehensive framework for translating organizational strategy into a clear, compelling visual narrative. In today's complex business environment, ensuring that every team member understands the company's direction is paramount to success. This training course moves beyond traditional strategic planning documents by focusing on the powerful methodology of strategy mapping, a concept pioneered by academics Robert S. Kaplan and David P. Norton in their seminal work, "The Strategy-Focused Organization". Participants will learn to construct and utilize strategy maps to illustrate the cause-and-effect relationships between strategic objectives, creating a shared understanding of how day-to-day actions contribute to long-term goals. At BIG BEN Training Center, we have designed this program to be intensely practical, equipping leaders and managers with the skills to not only build these visual tools but also to use them for effective communication, performance management, and organizational alignment. The course delves deep into the four perspectives of the Balanced Scorecard, ensuring a holistic view of the organization's strategy, from financial outcomes to the learning and growth of its people. It is an essential program for any professional dedicated to bridging the gap between strategy formulation and successful execution.

Target Audience / This training course is suitable for:

- Strategic Planners and Strategy Managers.
- C-Suite Executives and Senior Leadership.
- Department Heads and Division Managers.
- Performance Management Specialists.
- Project and Program Managers.
- Business Analysts and Consultants.
- Human Resources Leaders involved in performance and development.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

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

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive strategy map based on the Balanced Scorecard framework.
- Articulate the cause-and-effect linkages between strategic objectives across different perspectives.
- Translate high-level strategic goals into tangible initiatives and measurable Key Performance Indicators (KPIs).
- Design compelling visual aids to communicate complex strategies to diverse stakeholders.
- Align departmental, team, and individual goals with the overarching corporate strategy.
- Facilitate strategic conversations and build consensus around organizational priorities.
- Integrate the strategy map into performance management and review processes.
- Utilize the strategy map as a dynamic tool for monitoring progress and adapting to change.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and application-focused. We believe that adult learning is most effective when it connects theory to real-world practice. This course abandons traditional lecture-heavy formats in favor of a dynamic workshop environment. Participants will engage in hands-on exercises, building a strategy map from scratch based on detailed case studies that mirror complex business challenges. The program emphasizes collaborative learning through group discussions, peer-to-peer feedback sessions, and team-based problem-solving activities. Our expert facilitators guide participants through each stage, providing personalized coaching and ensuring a deep understanding of the concepts. Interactive presentations, practical simulations, and the analysis of successful strategy map implementations from various industries will be used to reinforce learning. The focus is on skill development, ensuring that every participant leaves not just with knowledge, but with the confidence and ability to apply strategy mapping and visual communication techniques immediately within their own organization.

Course Agenda (Course Units):

Unit One Foundations of Strategic Thinking and Visualization

- Introduction to strategic management and its core concepts.
- The gap between strategy formulation and execution.
- Understanding the Balanced Scorecard as a strategic management system.
- The role of vision, mission, and values in shaping strategy.
- Principles of effective visual communication in a corporate context.
- Introduction to the strategy mapping framework by Kaplan and Norton.
- Identifying common pitfalls in strategic planning and communication.

Unit Two Constructing a Robust Strategy Map

- The Financial Perspective: Linking strategy to shareholder value.
- The Customer Perspective: Defining the value proposition.
- The Internal Business Process Perspective: Identifying critical operational and innovation processes.
- The Learning and Growth Perspective: Aligning human capital, information capital, and organizational capital.
- Establishing clear cause-and-effect relationships between objectives.
- Workshop: Building the foundational layers of a sample strategy map.
- Selecting the right strategic objectives for your organization.

Unit Three Aligning the Organization for Execution

- The concept of cascading the strategy map to business units and support units.
- Translating strategic objectives into meaningful Key Performance Indicators (KPIs).
- Setting ambitious yet realistic targets for each KPI.
- Developing a portfolio of strategic initiatives to close performance gaps.
- Linking strategic initiatives to the budgeting and resource allocation process.
- Ensuring vertical and horizontal alignment across the organization.
- Workshop: Defining KPIs and initiatives for a case study strategy map.

Unit Four Mastering the Art of Strategic Communication

- Identifying key stakeholders and tailoring the message for each audience.
- Using the strategy map as a central communication tool.
- Techniques for visual storytelling to create engagement and buy-in.
- Designing effective performance dashboards to visualize progress.
- Conducting impactful strategy communication meetings and town halls.
- Overcoming resistance and managing change during strategy implementation.
- Role-playing exercises in communicating the strategy to different teams.

Unit Five Driving Performance and Adapting the Strategy

- Integrating the strategy map into the performance management cycle.
- Linking individual performance reviews and incentives to strategic objectives.
- Establishing a rhythm of strategic review meetings.
- Using the strategy map to facilitate data-driven decision-making.
- Analyzing performance data to identify strategic challenges and opportunities.
- Techniques for testing and adapting the strategy in response to market changes.
- Creating a culture of continuous strategic learning and improvement.

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 ensure its strategy map remains a dynamic, living document rather than a static artifact, especially in a volatile and uncertain business environment?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the critical intersection of strategic formulation and visual communication, an area often neglected in traditional strategy programs. While many courses teach the mechanics of building a Balanced Scorecard, this program dedicates significant attention to the art of transforming that framework into a compelling, easily understood visual narrative. It moves beyond the technical process of creating a map to mastering its use as a tool for leadership, alignment, and cultural transformation. We emphasize the psychological and communicative aspects of strategy execution, teaching participants how to tell a powerful story that resonates with employees at all levels. The curriculum is deeply rooted in the foundational academic work of Kaplan and Norton but is delivered through a highly practical, hands-on methodology. Instead of just analyzing abstract theories, participants actively build, critique, and present strategy maps, simulating the real-world challenges of gaining stakeholder buy-in and driving change. This dual focus on rigorous strategic logic and persuasive visual communication provides a unique and holistic skill set essential for modern leaders.