# Strategic Audit and Performance Evaluation Training Course



25 - 29 Oct 2026

Doha

5500 € (Per Person)

Ref: #PLA8852_233377

## Course Introduction / Overview:

This comprehensive course provides a deep dive into the critical disciplines of strategic auditing and performance evaluation, two pillars essential for sustainable organizational success. In today's dynamic business environment, merely having a strategy is insufficient; organizations must possess the capability to rigorously assess its effectiveness and measure its execution. This program is designed to equip participants with the tools and frameworks necessary to conduct thorough strategic audits, identifying strengths, weaknesses, opportunities, and threats with precision. Furthermore, it explores the design and implementation of robust performance evaluation systems that translate strategic objectives into measurable outcomes. Drawing upon foundational concepts from influential thinkers like Robert S. Kaplan and David P. Norton, authors of "The Balanced Scorecard: Translating Strategy into Action", this course bridges the gap between strategic planning and tangible results. At BIG BEN Training Center, we have developed a curriculum that emphasizes practical application, ensuring that participants can immediately apply their learning to drive strategic alignment, foster a culture of accountability, and achieve continuous improvement within their organizations. This training is an indispensable resource for professionals seeking to master the art and science of ensuring their organization's strategy is not just a document, but a living, breathing guide to achieving excellence.

## Target Audience / This training course is suitable for:

- Strategic Planners and Analysts.
- Corporate Performance Managers.
- Internal and External Auditors.
- Department Heads and Senior Managers.
- C-Level Executives (CEOs, COOs, CFOs).
- Human Resources Managers responsible for performance management.
- Project and Program Managers.
- Business Consultants and Advisors.
- Quality Assurance and Control Managers.
- Entrepreneurs and Business Owners.

## Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Telecommunications and Technology.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy, Oil, and Gas.
- Governmental Agencies and Public Sector Organizations.
- Non-Profit and Non-Governmental Organizations.
- Consulting and Professional Services.
- Logistics and Supply Chain Management.

## Target Organizations Departments:

- Strategy and Corporate Planning.
- Finance and Accounting.
- Internal Audit and Compliance.
- Human Resources.
- Operations Management.
- Marketing and Sales.
- Project Management Office (PMO).
- Quality Assurance.
- Information Technology.
- Executive Management.

## Course Offerings:

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

- Conduct a comprehensive strategic audit of an organization's internal and external environments.
- Apply analytical frameworks such as SWOT, PESTLE, and Porter's Five Forces effectively.
- Identify key performance indicators (KPIs) that are directly aligned with strategic goals.
- Design and implement a Balanced Scorecard for holistic performance measurement.
- Develop and manage Objectives and Key Results (OKRs) to drive focus and engagement.
- Evaluate the effectiveness of existing performance management systems and recommend improvements.
- Create insightful performance dashboards and reports for data-driven decision-making.
- Link performance evaluation outcomes to reward systems and employee development plans.
- Foster a culture of continuous improvement and strategic agility within their teams.
- Communicate strategic performance insights clearly to stakeholders at all levels.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants gain tangible skills they can apply immediately in their professional roles. We move beyond traditional lecture-based formats to create a dynamic learning environment that fosters deep understanding and long-term retention. The course heavily relies on real-world case studies, allowing participants to analyze complex business scenarios, dissect strategic challenges, and debate potential solutions. A significant portion of the training is dedicated to hands-on workshops and practical exercises where attendees will work individually and in groups to apply frameworks like the Balanced Scorecard and develop sample KPIs for hypothetical organizations. These collaborative sessions encourage peer-to-peer learning and the exchange of diverse perspectives. Our expert instructors facilitate engaging discussions, Q&A sessions, and provide personalized feedback to guide participants' learning journeys. The methodology integrates various learning tools, including diagnostic assessments, role-playing, and strategy simulation activities, to ensure a comprehensive and experiential learning process that builds both confidence and competence in strategic audit and performance evaluation.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Audit and Corporate Strategy

- Introduction to Strategic Management and Strategic Thinking.
- The Purpose and Scope of a Strategic Audit.
- Understanding the Link Between Strategy, Audit, and Performance.
- Analyzing the External Environment using PESTLE Analysis.
- Assessing Industry Competition with Porter's Five Forces Model.
- Conducting a Comprehensive Internal Analysis (Resources and Capabilities).
- The VRIO Framework for Sustainable Competitive Advantage.
- Synthesizing Findings with the SWOT and TOWS Matrix.

### Unit Two: Advanced Strategic Analysis and Implementation

- Value Chain Analysis for Identifying Core Competencies.
- Stakeholder Analysis and Management Strategies.
- Exploring Different Levels of Strategy (Corporate, Business, Functional).
- Generic Competitive Strategies (Cost Leadership, Differentiation, Focus).
- Strategy Formulation and the Decision-Making Process.
- Overcoming Barriers to Strategy Implementation.
- The Role of Organizational Culture in Strategic Success.
- Communicating Strategy Effectively Across the Organization.

### Unit Three: Fundamentals of Performance Evaluation Systems

- Introduction to Performance Management and its Evolution.
- The Critical Importance of Aligning Performance with Strategy.
- Differentiating Between Performance Measurement and Performance Management.
- Developing Key Performance Indicators (KPIs) and Key Result Areas (KRAs).
- Characteristics of Effective Performance Metrics (SMART Criteria).
- Traditional Performance Appraisal Methods and their Limitations.
- Introduction to Modern Performance Frameworks.
- The Psychology of Performance and Motivation.

## Unit Four: Designing and Implementing Modern Performance Frameworks

- Deep Dive into the Balanced Scorecard (BSC) Methodology.
- Building a Strategy Map to Visualize Cause-and-Effect Linkages.
- Cascading the Balanced Scorecard Throughout the Organization.
- Mastering Objectives and Key Results (OKRs) for Agility and Focus.
- Setting Ambitious OKRs and Tracking Progress.
- Designing Effective Performance Dashboards and Data Visualization.
- The Role of Technology in Automating Performance Tracking.
- Best Practices for a Successful Performance System Rollout.

## Unit Five: Integrating, Reporting, and Sustaining High Performance

- Linking Performance Evaluation to Compensation and Rewards.
- Managing Underperformance and Difficult Conversations.
- The Role of 360-Degree Feedback in Employee Development.
- Creating a Culture of Continuous Feedback and Improvement.
- Auditing the Performance Management System for Effectiveness.
- Reporting Performance Results to the Board and Senior Leadership.
- Future Trends in Strategic Audit and Performance Management.
- Developing a Personal Action Plan for Implementation.

# 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 objectivity of quantitative performance metrics with the nuanced, qualitative contributions of its employees in a strategic evaluation?

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

This course distinguishes itself by holistically integrating the two critical, yet often siloed, disciplines of strategic audit and performance evaluation. While many programs focus on one or the other, our curriculum is built on the principle that an organization cannot effectively measure what it has not clearly audited, and it cannot improve what it does not accurately measure. We provide a seamless journey from high-level environmental scanning and internal analysis to the granular design of performance metrics and systems. The emphasis is not merely on understanding theoretical frameworks like the Balanced Scorecard or OKRs, but on mastering their practical application to translate strategic intent into operational reality. Participants will engage in rigorous, hands-on exercises that simulate real-world challenges, forcing them to make decisions, justify their reasoning, and build actionable plans. Furthermore, the course content is deeply rooted in contemporary business challenges, addressing the need for agility, data-driven decision-making, and fostering a culture of accountability. It moves beyond a simple checklist approach to auditing and performance, instead cultivating a strategic mindset that enables participants to become true partners in driving their organization's long-term success and sustainable growth.