

**April 19 & 20, 2017**

9:00am – 5:00pm

**Venue: CEE@IBA, Karachi**



IBA Aman Tower in 2015

## OVERVIEW

This 2 day workshop provides understanding of the basic concepts of the balanced scorecard as a system used to align business activities to the vision and strategy of the business.

The aim of this workshop is Strategy Deployment & Measurement using the Balanced Scorecard as to translate strategy into action across four perspectives namely; financial value, customer delivery, internal processes and, learning and growth. In Balanced Scorecard role of HR plays a significant part in crafting the overall organizational strategy as a strategic business partner for the overall organizational performance. The program will also topically cover Balanced Scorecard software.

## LEARNING OBJECTIVES

- Gain Awareness of the Balanced Scorecard as a system for management
- Practice in developing your own Balanced Scorecards
- Establish the organization's state of preparedness for developing a full scale Balanced Scorecard
- Develop of an early pilot model for a Scorecard
- Develop of a plan for commitment and action.

## PARTICIPANTS' PROFILE

- Business Leaders
- Head of Strategic Planning Department
- Departmental Heads
- Senior Managers

### Past participants were from:

Adamjee Life Assurance Co. Ltd, Haier Pakistan, Hemaya Security Services Company – Qatar, Pak-Suzuki Motor Company, NIFT, Crescent Steel & Allied Products Ltd., Lucky Cement Limited

### FACULTY

**Dr. M Akmal Ataulah** is a Ph.D. in Engineering Management, Research Fellow & GSI: Supply Chain Management, Eli Board School, MSU, USA & Pioneer member TABI, funded by NSF, USA. His major areas of interest include strategic, supply chain, performance, quality, productivity and project management. His practitioner certifications include PEC Professional Engineer, BSI certified Balanced Scorecard Master Professional, ASQ certified Six Sigma Black Belt, PMI certified Project Management Professional, and ISO certified lead auditor. He is actively involved in professional trainings and consultancies since 2004 and carries vast experience in handling high profile projects in numerous multinational, private, public and military organizations. He also has experience of leading numerous Six Sigma projects as well as implementation of Balanced Scorecards in various organizations.

### TOPICS COVERED

- Overview of Balanced Scorecard
- Need of Strategic Management
- The Balanced Scorecard Development Process
- Components of the Balanced Scorecard
- Developing Strategy Maps
- Creating Measures/Key Performance Indicators
- Setting Targets and managing Big Hairy Audacious Goals (BHAGs)
- Change Management - Turning around a large organization.
- Advanced Scorecard Development Techniques
- Challenges with performance measurement today
- Capturing and Aligning Initiatives
- Reporting using the Balanced Scorecard
- The Low HR Performance Trap
- Balanced Scorecard Software

### Workshop Fees PKR 35,000/participant

Inclusive of Course material, IBA Workshop Certificate,  
Lunch, Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus,  
Off Garden Road, Karachi-74400.

#### For Further Information

T: (92-21) 38104701 (Ext. 1804, 1807, 1809)

F: (92-21) 38103008

Email: [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk) Visit: [cee.iba.edu.pk](http://cee.iba.edu.pk)

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