



Workshop on  
**Mastering the Balanced  
Scorecard for Strategic Excellence**



December 18 & 19, 2024



NIBAF, Islamabad

# Program Overview

Balanced Scorecard is the most widely used Strategic Management framework among Fortune 1000 businesses. The success of this tool lies in the extensive yet intuitive process it uses to connect employee's everyday work with the long-term strategy of the business. This 2-day hands-on workshop is designed to develop a detailed understanding of Balanced Scorecard among the participants – enabling them to independently undertake a pilot implementation. Participants will learn the 9 steps framework which starts with competitive assessment of the market and moves on to developing, implementing and reviewing a firm's strategy.

The program also includes extensive sessions on KPIs development from a strategic perspective and introduces dashboards to improve strategic communication and HRM.

# Learning Outcomes

- Understand the basic concepts of strategic performance management and measurement
- Understand the basic concepts of balanced scorecard systems
- Learn the 9 steps framework for balanced scorecard design, implementation and review
- Learn how to design and implement KPIs/ Performance Measures/ Key Results
- Understand the role and structure of dashboard for performance management through KPIs

**BELIEVE IN YOURSELF**



# Topics Covered

- Strategic Assessment
- Development of Organizational Strategy
- Strategic Objectives of an organization
- Strategy Maps
- Performance Measures/ KPIs/ Key Results
- Initiatives and Projects for strategy implementation
- Automation of performance management through KPIs dashboards
- Cascading organizational strategy to departmental and teams' levels
- Reviewing the strategy



**30,000+**  
Participants Trained  
Since 2009



**845+**  
Trainings  
Since 2009



**60+**  
Open Enrolment  
Workshops Every Year

## Investment

**PKR 75,000** +5% tax

Residential Fee 15,000 / Night

## Who Should Attend

Business Leaders, Head of Strategic Planning, Finance, Marketing and HR Departments - Departmental Heads, Senior Managers, Fast growing junior managers expected to become part of strategy making process.



**Nadeem Ishaq Kureshi**

Dean (MIS, Maritime Sciences, AI & Cyber Security), NUST

For detailed profile please visit website [cee.iba.edu.pk/faculty](http://cee.iba.edu.pk/faculty)

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