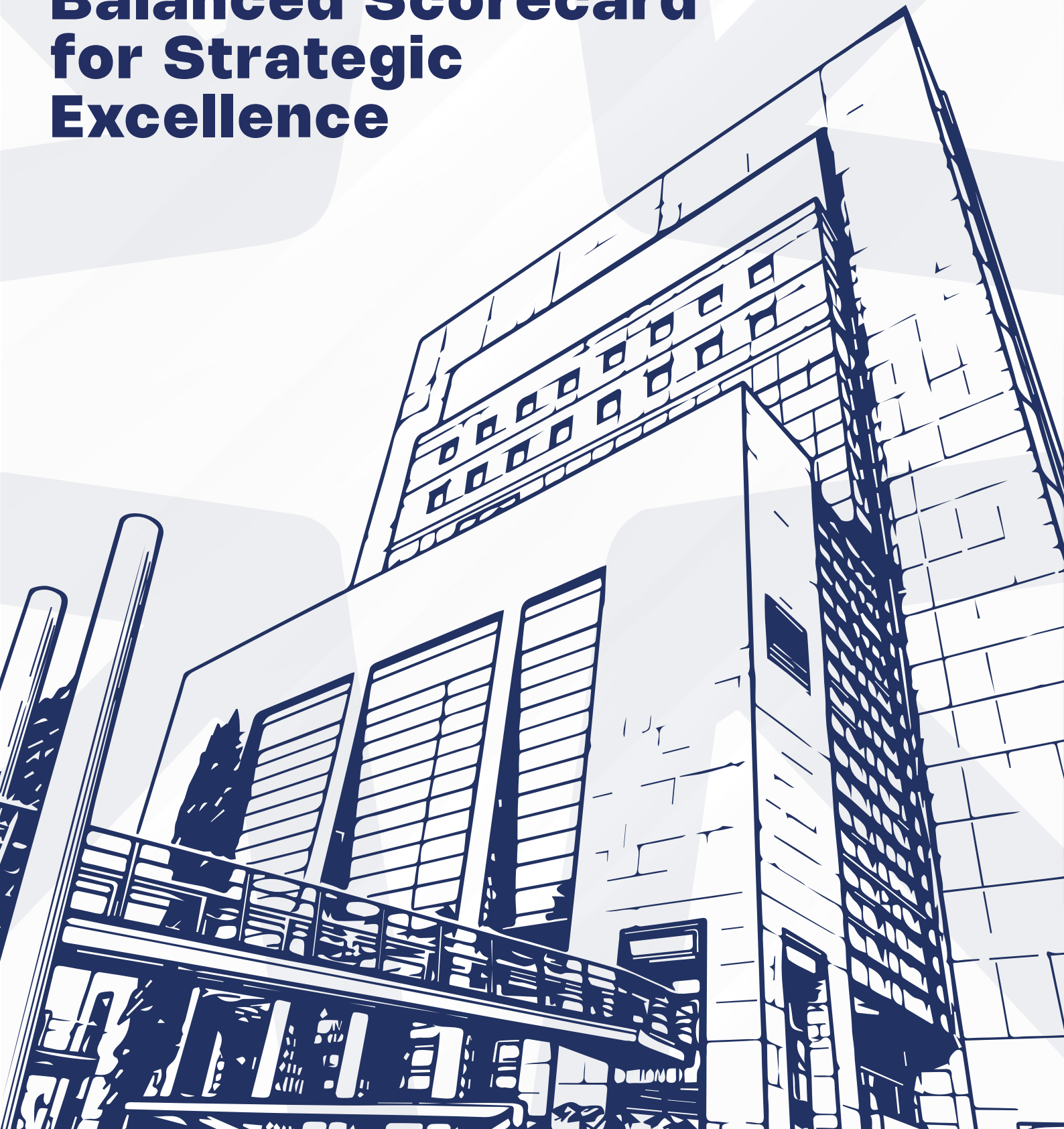


Mastering the Balanced Scorecard for Strategic Excellence



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 employees' everyday work with the long-term strategy of the business.

This 2-day hands-on workshop is designed to develop a detailed understanding of the Balanced Scorecard among the participants, enabling them to independently undertake a pilot implementation.

Participants will learn the 10-step framework, which starts with a competitive assessment of the market and moves on to developing, implementing, and reviewing a firm's strategy.

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

Course Outline

- 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 KPI dashboards
- Cascading organizational strategy to departmental and team levels
- Reviewing the strategy

Learning Outcomes

Participants will:

- Understand the basic concepts of strategic performance management and measurement.
- Understand the basic concepts of Balanced Scorecard systems.
- Learn the 10-step framework for Balanced Scorecard design, implementation, and review.
- Learn how to design and implement KPIs, performance measures, and key results.
- Understand the role and structure of dashboards for performance management through KPIs.

Trainers Profile



NADEEM ISHAQ QURESHI

Visiting Faculty, IBA Karachi.

Dr. Nadeem Kureshi is an academic leader, strategic management trainer, and consultant with over two decades of experience across naval service, higher education, and industry consulting. He serves as Dean at the Pakistan Navy Engineering College (PNEC), NUST Karachi, overseeing Management Information Systems, Maritime Sciences, Artificial Intelligence, and Cyber Security. A graduate of the Naval Postgraduate School, his areas of expertise span strategic management, Lean Six Sigma, supplier development, risk management, and project management, and he instructs professional development programs including Lean Six Sigma with Minitab at PNEC-NUST. His published research covers construction and maritime project risk, agile project management, and organizational performance, and he has led Balanced Scorecard implementation projects in industry.

Who Should Attend?

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

Fee Structure

PKR 90,000/- (+ 3% SST)

Residential Fee: PKR 15,000 per night



+92-(21) 3810-4701 | Ext: 1808, 1809, 1822 | ceeinfo@iba.edu.pk | cee.iba.edu.pk

Karachi Office

Plot # 68 & 88 Garden / Kiyani
Shaheed Road, Karachi - 74400 Pakistan

Islamabad Office

Sector H-8/1, Pitras Bukhari Road,
Islamabad, Pakistan

www.iba.edu.pk | +92 21 111 422 422

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