



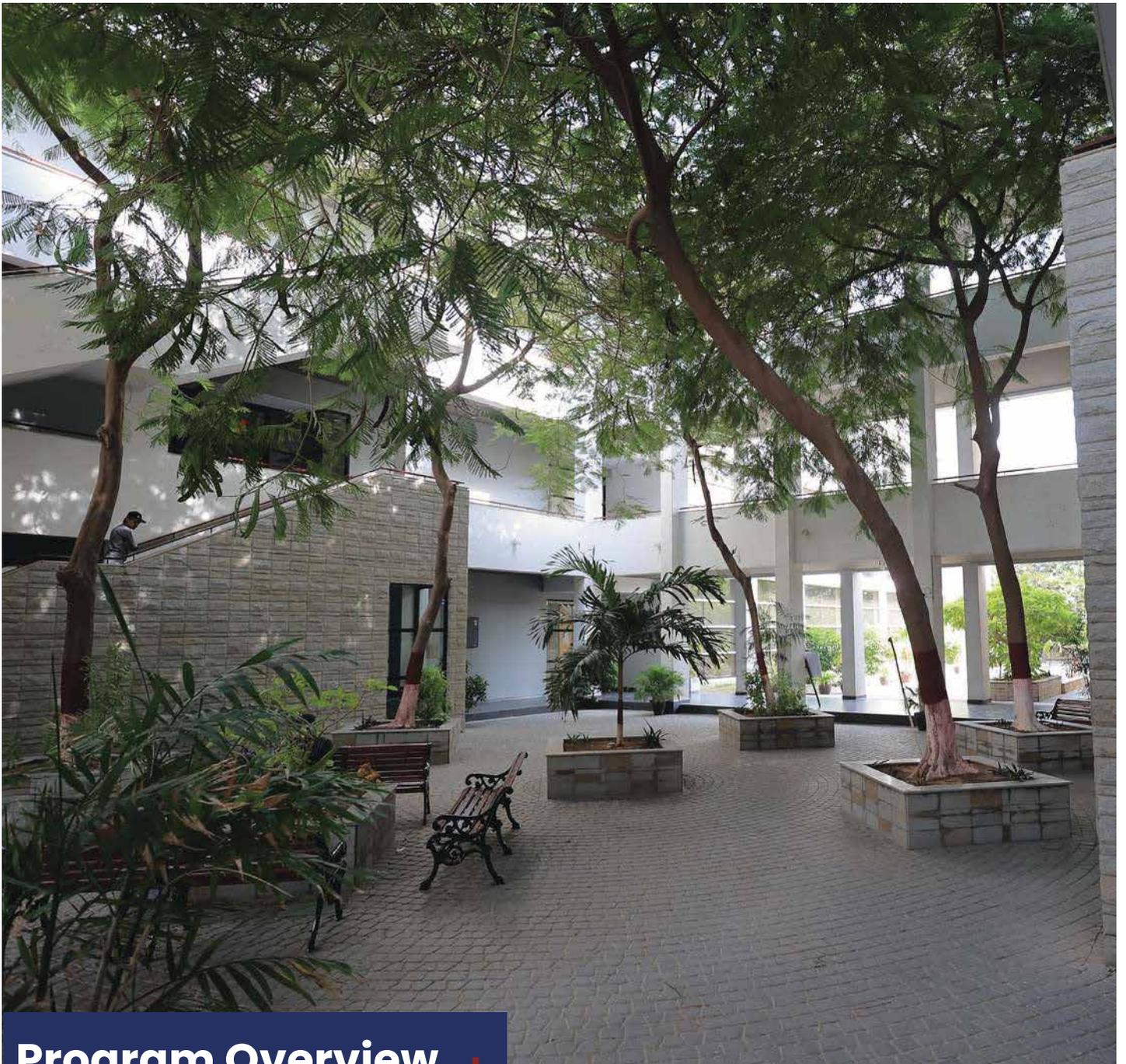
Mastering the Balanced Scorecard for Strategic Excellence



May 20-21, 2026



City Campus, IBA Karachi



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 9-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 HRM.

PROGRAM LEARNING OUTCOMES

- Understand the basic concepts of strategic performance management and measurement.
- Understand the basic concepts of Balanced Scorecard systems.
- Learn the 9-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.



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



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.

Trainers Profile



Nadeem Ishaq Kureshi

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



Fee Structure

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

Residential Fee: PKR 15,000 per night



For Registration

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Contact Us



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