

BALANCED SCORECARD

LINKING STRATEGY TO RESULTS

A One-Day Workshop
 Thursday, March 27, 2003 - 8:00 a.m. to 4:30 p.m.

The Balanced Scorecard has been called “The most powerful integrated performance measurement and management system ever developed.” Introduced by Robert S. Kaplan and David P. Norton, the basic concept behind the Balanced Scorecard approach is that “what gets measured, gets managed.” While some organizations have followed Kaplan and Norton’s exact format, many others have successfully altered the basic framework to reflect their own strategic goals and vision.

This workshop will not only introduce you to the Balanced Scorecard concept as developed by Kaplan and Norton, but will also allow you to understand the process behind developing a customized scorecard for your own organization.

Session Objectives:

Upon completion of this workshop, participants will:

- Gain an understanding of the concept of the Balanced Scorecard and recognize its growing use as a measurement tool in a wide variety of organizations
- Learn how to link key performance indicators to an organization’s mission, vision and strategy
- Have an opportunity to practice developing a set of key performance indicators for realistic case studies
- Leave the session with a framework for developing a coherent set of key performance indicators in their own organizations
- Understand the process for rolling out a Balanced Scorecard strategy within an organization



Workshop Facilitator:

Scott Baldwin is a certified management consultant and co-owners of QSM Quality Services Management Inc. QSM’s services include organizational assessment, consulting, facilitation, and customized training, with a focus on organizational development in two areas - Strategic Quality Management and Change Management.

Scott has designed and facilitated workshops in a number of quality-related areas including process management, problem solving, quality awareness for leaders, and service quality. Scott is a Lead Examiner for the Manitoba Quality Awards and is a trained ISO 9001:2000 Auditor.

TO REGISTER: Fax your completed form to QNET at (204) 949-4990 or register online at www.qnet.mb.ca

FEES:

- Member \$165.85
(Includes \$10.85 g.s.t.)
- Non-Member \$187.25
(Includes \$12.25 g.s.t.)

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Cancellations must be received in writing no later than 5 business days prior to the start of the event. After that time the full registration cost will apply and only replacement participants will be accepted. Invoices will be sent for non-attendance. An event confirmation will be faxed one week in advance. It will include location and event details.