BALANCED SCORECARD INSTITUTE
Strategy Management Group

Why Choose the Balanced Scorecard Institute?

The Balanced Scorecard Institute provides training, professional certification, e-learning, software, facilitation and consulting services to commercial, government, and non-profit organizations in applying best practices in balanced scorecard, strategic performance management and measurement, and transformation and change management. Other facts about the Institute include:

- The Institute is the original certifying body for balanced scorecard practitioners, offering two levels of certification through an association with George Washington University: the Balanced Scorecard Professional (BSP) and Balanced Scorecard Master Professional (BSMP).
- The Institute has trained over 5000 practitioners and has consulted for hundreds of organizations from over 40 countries since 1997.
- Institute instructors and consultants have decades of practical experience "in the trenches." They use a practical rather than an academic approach to building balanced scorecard systems.
- The Institute is a Charter Registered Educational Provider for the Association for Strategic Planning's new professional strategic planning and management certification program. Institute SMP Pioneers helped develop the Association's Body of Knowledge and the certification examinations.
- The Institute developed the *Nine Steps to Success*™ scorecard framework, the first disciplined, step-by-step framework for building an integrated strategic planning and performance management system based on the balanced scorecard, offering superior results to clients because it:
    - Fully integrates all elements of strategic planning into one holistic framework.
    - Integrates change management and communication planning techniques to ensure employee buy-in and support.
    - Adapts easily to sector-specific practice: commercial, government, defense and nonprofits practitioners speak their own language in customized versions of the framework.
    - Uses strategic planning terminology consistent with Drs. Kaplan & Norton & other strategic planning thought leaders.
    - Is quickly adopted by busy practitioners through checklists, templates, forms, software and other practical tools.

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Association for Strategic Planning
THINK–PLAN–ACT

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

Call (919) 460-8180 today to find out more about TRIPLE certification!

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- The Institute provides, through the *balancedscorecard.org* website, a resource to obtain information, ideas and best practices based on lessons learned from extensive experience in building strategic management and performance measurement systems using the Institute's methodology.
- A cross-functional teamwork approach maximizes the breadth and depth of involvement and contribution, helps "change hearts and minds" and promotes buy-in.
- Training workshops, taught by experienced consultants, are short on lecture and long on team exercises and discussion, for maximum adult learning engagement, retention and fun.
- The Institute offers a full range of training, facilitation, software and consulting services both in the US and internationally, and is the only organization that trains and certifies in the Nine Steps to Success™ scorecard framework.
- An extensive menu of cost-effective options – built on a passion to help clients achieve break-through success – is available to fit most training and consulting budgets.

For more information about the Balanced Scorecard Institute, call (919) 460-8180 or visit *www.balancedscorecard.org*.

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