



# The Balanced Scorecard Professional Certification Program Live Online

## Program Overview

The Balanced Scorecard Professional Certification Program provides participants with the tools they need to build, implement, and sustain a balanced scorecard planning and management system in their organization. Created by the Balanced Scorecard Institute and offered in association with the George Washington University Center for Excellence in Public Leadership, part of the College of Professional Studies, the certification program is fully consistent with basic balanced scorecard concepts and terminology developed by Kaplan & Norton.

## Who Should Attend

This program is recommended for those interested in building, implementing, and maintaining strategic performance management systems, and in learning practical ideas in improving organizational performance. Courses are taught by highly-experienced instructors with backgrounds in training and consulting for private, public, and nonprofit-sector organizations.

# The Balanced Scorecard Professional Certification Program (BSP) Live Online



## Balanced Scorecard Professional Certification Boot Camp

Get BSC-certified with the original Balanced Scorecard Boot Camp! This course combines the material in the **BSP Certification Part 1** and the **BSP Certification Part 2** courses into a 10-session live online course and meets the course requirements for the Balanced Scorecard Professional Certification (exam completion required). The entire range of balanced scorecard topics – organization development, strategic planning and management, objective and strategy mapping, performance measures and target setting, initiative prioritization, automation, and cascading – are all covered in this 10-session live online course.

### BSP Certification Part 1

#### Intro to the Balanced Scorecard

This course introduces participants to the award-winning **Nine Steps to Success™** balanced scorecard development methodology. Participants learn how to build and implement a balanced scorecard for any commercial, government or nonprofit organization with a practical step-by-step approach. This course is a practical, "hands-on" workshop that covers best practices, case studies, exercises, lessons-learned, real-life examples and expert facilitation practices.

#### Participants will learn:

- ▶ Basic concepts of the balanced scorecard and how it can be used to improve organization performance
- ▶ How the balanced scorecard applies to different types of organizations
- ▶ How to build and implement a scorecard using the *Nine Steps to Success™* methodology
- ▶ How to develop strategy maps and initiatives for improving organization strategy and performance
- ▶ How to develop more meaningful performance measures
- ▶ The best sequence of steps to build a strategy-focused organization
- ▶ How to use small group simulations to understand decision choices

### BSP Certification Part 2

#### Advanced Balanced Scorecard

This course builds on the introductory knowledge from Part 1, providing more tools and techniques to help build, deploy, and sustain a scorecard system. The BSP Certification Part 2 focuses on common scorecard development difficulties and nuances found in real-world organizations that have implemented the Nine Steps framework. It delves deeper into the more advanced subjects our trainees have been asking for: strategic thinking, practical examples, details on cascading, budgeting, change management, facilitation evaluation, and more. This course is taught by our most experienced staff.

#### Participants will learn:

- ▶ How to think strategically without getting bogged down in tactical details
- ▶ How to design and implement a scorecard within existing frameworks
- ▶ How to revise poorly-designed scorecard elements
- ▶ Balanced scorecard "best practices"
- ▶ Advanced concepts in performance measurement
- ▶ How to cascade the enterprise scorecard throughout the organization
- ▶ How to drive a performance-informed budget and build employee accountability
- ▶ How to overcome obstacles and real-world challenges
- ▶ The evaluation of planning documents and processes

Offered in association with

Center for Excellence  
in Public Leadership  
THE GEORGE WASHINGTON UNIVERSITY



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