



COURSE OVERVIEW TM0071 Balance Scoreboard & KPI Strategy - Executive

Course Title

Balance Scoreboard & KPI Strategy - Executive

Course Date/Venue

Please see page 3

Course Reference

TM0071

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.



This course is designed to provide participants with a complete and up-to-date overview of balance scoreboard and KPI strategy. It covers the benefits of strategic management and planning; the implementation of the balanced scorecard; the strategic planning needs and benefits, strategic planning model, and balanced scorecard steps and timeline; the 'SWOT' analysis, vision and mission statements including the purpose of a 'SWOT' analysis; the results of the 'SWOT' findings; and the vision statement and the importance of a structured mission statement.



Further, the course will also discuss the performance measures and control systems covering goals, objectives, targets and 'SMART' objectives; the key performance indicators and units of measures (UOMs); aligning KPIs to company strategy; the obstacles to measurement and developing strategies and initiatives that will assist in achieving the targets; the benchmarking as a tool to set targets; the objectives and basics of benchmarking; the various methods of benchmarking; and the benchmarking process.



During this interactive course, participants will learn to apply strategic planning and strategy execution; recognize the reasons behind failures of well-formulated strategies; measure business strategy from the financial, customer, internal, business or process and learning and growth perspectives; develop strategic alignment and goal setting; link the balanced scorecard's KPIs to strategy and specify relationships and make them testable; lead and lag KPIs; report and evaluate results; cascade the balanced scorecard; and implement a balanced scorecard program.

Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on balance scoreboard and KPI strategy
- Explain the benefits of strategic management and planning, strategy focused organization and the implementation of the balanced scorecard
- Illustrate strategic planning needs and benefits, strategic planning model, and balanced scorecard steps and timeline
- Determine 'SWOT' analysis, vision and mission statements including the purpose of a 'SWOT' analysis
- Link the results of the 'SWOT' findings to future their objectives and initiatives
- Define vision statement and discuss the importance of a structured mission statement
- Develop performance measures and control systems covering goals, objectives, targets and 'SMART' objectives
- Identify the key performance indicators and units of measures (UOMs) as well as align KPIs to company strategy
- Recognize the obstacles to measurement and develop strategies and initiatives that will assist in achieving the targets
- Carryout benchmarking as a tool to set targets and discuss objectives and basics of benchmarking
- Apply various methods of benchmarking and the benchmarking process
- Describe the balanced scorecard as a strategic management system and apply strategic planning and strategy execution
- Recognize the reasons behind failures of well-formulated strategies and translate the vision into everyday actions
- Discuss the importance and history of the balanced scorecard and the principles of the strategy focused organization
- Measure business strategy from the financial, customer, internal, business or process and learning and growth perspectives
- Develop strategic alignment and goal setting, link the balanced scorecard's KPIs to strategy and specify relationships and make them testable
- List the importance of initiatives, evaluate initiatives, manage initiatives and identify the soft and hard KPIs
- Lead and lag KPIs, report and evaluate results, cascade the balanced scorecard and implement a balanced scorecard program



Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides an overview of all significant aspects and considerations of balance scoreboard and KPI strategy for all managers and supervisors involved in strategic planning and performance management. The course is also beneficial to those involved in improving performance and measuring results.

Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, State-of-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures
- 20% Practical Workshops & Work Presentations
- 30% Hands-on Practical Exercises & Case Studies
- 20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Date/Venue

Session(s)	Date	Venue
1	August 18-22, 2025	TBA Meeting Room, JW Marriott Hotel Madrid, Madrid, Spain
2	October 13-17, 2025	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece
3	November 16-20, 2025	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
4	January 12-16, 2026	Hampstead Meeting Room, London Marriott Hotel Regents Park, London, UK

Course Fee

Spain	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Athens	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Dubai	US\$ 5,500 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
London	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.



Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

-  British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

-  The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.



Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Drag Zic is a **Senior Management Consultant** with over **30 years** of training and industrial experience. His expertise lies extensively in the areas of **Leading Effective Meetings, Leadership & Business, Presentation Skills, Decision Making Skills, Communication Skills, Negotiation Skills, Coaching & Mentoring, Economics & Governance in Climate Change, Performance Management, Customer Service Management, Critical Thinking & Creativity, Quality Management, Risk Management, Data Management Systems, R&D and Research Management, Project Management, Planning, Budgeting & Cost Control, Document Management, Record Management and Contract Management**. Further, he is well-versed in Analytical & Chemical Laboratory Management, Statistical Analysis of Laboratory Data, Statistical Method Validation & Laboratory Auditing, Sample Development & Preparation in Analytical Laboratory, Data Analysis Techniques, Laboratory Quality Management (ISO 17025), Applied Research & Technology, Basic Geology, Quality Assurance Assessment, Quantified Risk Assessment (**QRA**) as well as in Seismic Monitoring Systems, Seismological Software (4di, Xmts, OptiNet and ErrMap), Data Analysis, Rock Mass Stability Analysis, Seismic Budget Planning & Productivity Improvement Analysis, HazMap, ISO Standards as well as Balance Scorecard. He is currently the **Director & Principal Consultant** of **DRAMI** wherein he is responsible in formulating and executing the plans for applied research and technology transfer.

During Mr. Zic's career life, he had occupied several significant positions as the **Programme Manager, Managing Member, Rock Engineering Manager, Contract Manager, Consultant/Lecturer, Mine Seismologist, Data Analyst and Assistant Analyst** from different international companies.

Mr. Zic is a **Professional Natural Scientist**, has a **Bachelor** degree in **Geology**, a **Diploma** in **Management Development Programme** and currently enrolled for **Phd** in **Wits University**. Further, he is a **Certified Instructor/Trainer**, a **Certified Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and an active member of various professional engineering bodies internationally like the European Geosciences Union (**EGU**), the Canadian Institute of Mining (**CIM**), the Project Management South Africa (**PSMA**), the European Association of Geoscientists and Engineers (**EAGE**), the South African Council for Natural Scientific Professions (**SACNASP**), the International Society for Rock Mechanics (**ISRM**) and the South African Geophysical Association (**SAGA**). He has further delivered numerous trainings, workshops, conferences and seminars internationally.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.



Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	Benefits of Strategic Management & Planning The Strategy Focused Organization • Why Implement the Balanced Scorecard
0930 – 0945	Break
0945 – 1100	Benefits of Strategic Management & Planning (cont'd) Strategic Planning Needs & Benefits • A Strategic Planning Model
1100 – 1215	Benefits of Strategic Management & Planning (cont'd) The Importance of the Balanced Scorecard
1215 – 1230	Break
1230 – 1420	Benefits of Strategic Management & Planning (cont'd) Balanced Scorecard Steps & Timeline
1420 – 1430	Recap
1430	Lunch & End of Day One

Day 2

0730 – 0930	'SWOT' Analysis, Vision & Mission Statements The Purpose of a 'SWOT' Analysis • 'SWOT' in Brief
0930 – 0945	Break
0945 – 1100	'SWOT' Analysis, Vision & Mission Statements (cont'd) Linking the Results of the 'SWOT' Findings to Future • Objectives & Initiatives
1100 – 1215	'SWOT' Analysis, Vision & Mission Statements (cont'd) Definition of a Vision Statement
1215 – 1230	Break
1230 – 1420	'SWOT' Analysis, Vision & Mission Statements (cont'd) Importance of a Structured Mission Statement
1420 – 1430	Recap
1430	Lunch & End of Day Two

Day 3

0730 – 0930	Developing Performance Measures & Control Systems Goals, Objectives, & Targets • 'SMART' Objectives
0930 – 0945	Break
0945 – 1100	Developing Performance Measures & Control Systems (cont'd) Key Performance Indicators & Units of Measures (UOMs) • Aligning KPIs to Company Strategy
1100 – 1215	Developing Performance Measures & Control Systems (cont'd) Obstacles to Measurement • Developing Strategies & Initiatives that will



	Assist in Achieving the Targets
1215 – 1230	Break
1230 – 1420	Developing Performance Measures & Control Systems (cont'd) Developing Strategies
1420 – 1430	Recap
1430	Lunch & End of Day Three

Day 4

0730 – 0930	Benchmarking as a Tool to Set Targets Objectives & Basics of Benchmarking • The Who, What & Why of Benchmarking
0930 – 0945	Break
0945 – 1100	Benchmarking as a Tool to Set Targets (cont'd) Different Methods of Benchmarking
1100 – 1215	Benchmarking as a Tool to Set Targets (cont'd) Who to Benchmark Against
1215 – 1230	Break
1230 – 1420	Benchmarking as a Tool to Set Targets (cont'd) The Benchmarking Process
1420 – 1430	Recap
1430	Lunch & End of Day Four

Day 5

0730 – 0930	The Balanced Scorecard as a Strategic Management System Strategic Planning & Strategy Execution • Reasons Behind Failures of Well-Formulated Strategies • Translating the Vision into Everyday Actions • Importance & History of the Balanced Scorecard • The Premise Behind the Balanced Scorecard
0930 – 0945	Break
0945 – 1100	The Balanced Scorecard as a Strategic Management System (cont'd) Principles of the Strategy Focused Organization • Measuring Business Strategy from the Financial, Customer, Internal, Business or Process & Learning & Growth Perspectives • Strategic Alignment & Goal Setting • Linking the Balanced Scorecard's KPIs to Strategy • Strategy Map: Specifying Relationships & Making them Testable
1100 – 1215	The Balanced Scorecard as a Strategic Management System (cont'd) The Importance of Initiatives • Evaluating Initiatives • Managing Initiatives • Soft & Hard KPIs
1215 – 1230	Break
1230 – 1345	The Balanced Scorecard as a Strategic Management System (cont'd) Leading & Lagging KPIs • Reporting & Evaluating Results • Cascading the Balanced Scorecard • Implementing a Balanced Scorecard Program
1345 – 1400	Course Conclusion
1400 – 1415	POST-TEST
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course



Practical Sessions

This practical and highly-interactive course includes real-life case studies and exercises:-



Course Coordinator

Mari Nakintu, Tel: +971 2 30 91 714, Email: mari1@haward.org