

# Workshop on Strategy Execution Exemplar – Balance Scorecard



Marketing Partners



Presented by



## Context:

Enhancing Organisational Performance has always been a concern for Business Leaders and Entrepreneurs. Organisations focus their energies to survive competition and succeed the constantly changing business environment. In order to achieve this goal, business and operational strategies should not only be constantly reviewed and modified; they must also be implemented at a pace faster than ever before.

Strategies are made in board rooms, but the success of their implementation rests with the employees. The employees, therefore, must have a thorough understanding of the strategy and the manner by which they are expected to contribute in its implementation. Communicating strategy in a manner comprehensible by employees is best done by BalanceScorecard (BSC). Balance Scorecard is a framework that helps organisations to translate strategy into operational objectives that drive both behaviour and performance (Kaplan and Norton, 1992). Though originally conceived as an Organisational Performance Management tool, over a period of time, BSC evolved into a Strategy Management System gained popularity as a tool for aligning operational imperatives, change management, enhancing communications, and employee participation in the overall Strategy Implementation Process.

## Objectives:

- Understanding of Balance Scorecard
- Usage of Balance Scorecard
- Designing of Balance Scorecard
- Success factors for Balance Scorecard Implementation

## Contents:

- What is Balance Scorecard?
- BSC – a tool for Organizational Performance Management.
- BSC – a tool for Communication, Alignment and Change Management.
- Strategy Implementation and Management using BSC.
- Designing the Strategy Map and the BSC Template.
- Implementing a BSC.
- Role of Leadership in BSC Implementation.
- Success Factors for BSC Implementation.
- Cautions in the Implementation Journey.

## Methodology:

Interactive Lecturing Sessions, Case Studies, Role Plays, Group Discussions, Video clips, Hand-outs etc.

## Who Can Attend?

Enterprise Heads, Managers in Leadership Roles, Human Resource Managers, Heads of Educational Institutions, Aspiring Entrepreneurs and all those interested in understanding the strategy implementation.

## Faculty:



Dr Ashis Sen is a globally acclaimed expert facilitator certified by The Gallup Organization as a Seminar Leader and has conducted workshops & action plans on building great workplaces for

hundreds of managers. Dr. Ashis Sen is one of the first members at Execution Premium Council at Palladium for balanced score card implementation and the India Coordinator for Society for Organisational Learning (SOL). He has presented papers in numerous national and international forums including Europe and the US. His articles have been published in international magazine like Reflections (Chairperson of Reflections is Dr. Peter M Senge, Senior Faculty at MIT Boston and author of the seminal book 'The Fifth Discipline'). He was a co-speaker with Dr. Peter M Senge during his visit to India in Nov 2005.

## Co-Faculty:



Dr Archana Upadhyay is an eminent authority in the field of Strategy Execution, Balanced Scorecard Implementation, Leadership, Employee

Engagement, Emotional Intelligence and Executive Coaching. A Management Post Graduate and Doctorate from Tata Institute of Social Sciences, she has hands-on experience on implementing Balanced Scorecard. Her work on BSC and Strategy Implementation has been published in the leading international journals such as Strategic HR Review, Development and Learning in Organizations published by Emerald; Management and Labour Studies, XLRI Jamshedpur, Sage Publications.

## Date:

17<sup>th</sup> & 18<sup>th</sup> Oct 2014

## Registration

9.00 AM to 9.30 AM

## Sessions

9.30 AM to 5.30 PM

## Venue:

Hyatt Regency,  
Sahar Airport Road,  
Andheri East, Mumbai,  
Maharashtra 400099

## Participation Fee:

INR 25,000/- plus 12.36% service Tax

## Mode of Payment:

Cheque drawn in favour of "Consortium of Corporate Learning & Dev." should be sent to: FEIL, 204-B, Sumith Samarth Arcade, Arey Road, Goregaon (West), Mumbai-400062

Fee include Participation, Course Material (Hard Copies), Working Lunch, Coffee/Tea

## Nominations & Enquiries:

admin@ifeil.org or  
feilnpo2014@gmail.com

Contact Nos.

+912266718382,  
+918879937775,  
+919920336086,  
+919930112299