## Introduction

This four week long program has been developed to provide managerial and developmental level understanding of management intervention of ‘Balanced Scorecard’; a Strategy and Performance management system used to align day to day business activities to the vision and strategy of the firm. The aim of this certification is to create BSC Professionals competent of developing organizational Strategy Deployment & Performance Measurement modules using the Balanced Scorecard as an intervention allowing for translation of strategy into actionable outcomes across four perspectives namely: financial value, customer delivery, internal processes and, learning and growth.

## Key Highlights

- Developmental and management level knowledge of Balanced Scorecard Principles
- Balanced Scorecard Processes.
- Developing Strategic elements.
- Creating measures.
- Setting Targets.

## Learning Objectives

- Adequately gear up participants to develop Balanced Scorecard as a system for management.
- Make the participants competent in running and monitoring Balanced Scorecards.
- Establish the organization’s state of preparedness for developing a full scale Balanced Scorecard
- Develop a plan for commitment and action.

## Recommended For

- HR professionals
- Senior Executives
- Developmental Managers
- Young Managers

## Fees:

- Training: PKR 25500/-
- Assessment: PKR 5500/-

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25% training discount:
1- IoBM Alumni OR
2- When you register for all three levels

## Faculty

Dr. Shahid A. Mirza  
Balanced Scorecard Master Professional & International BSC Consultant, BSC Professional - George Washington University, USA  
PhD Business Management - IoBM

An accomplished Management professional with over 15 years of experience in the field of Performance and Strategy management.

A Balanced Scorecard Professional with a unique set of credentials; holding a Doctorate degree as well as national and international certifications in the subject. He is credited with pioneering the development, management and monitoring of this revolutionary concept within Pakistan. He is attributed with introducing, training and professionalizing over 100 managers with the science and art associated with this management intermediation. He presently heads the Balanced Scorecard Institute of Pakistan, the premier training and certification institute of BSC in Pakistan. His training sessions are anatomically interactive and thought provoking aimed at instilling logical thinking, leaving the trainees cerebral and focused towards inventive trouble shooting. He also possesses a diversified experience of operational analysis, Human capital development and formulation of Key Performance indicators. He distinguishes himself as a creative problem solver, formulating cross-functional teams and having a bottom-line orientation.