Level 1
Balanced Scorecard Associate (BSA)
By Dr. Shahid A. Mirza

Program Overview
This two weeks the certification has been developed to provide understanding of the basic concepts of ‘Balanced Scorecard’ as a Strategy and Performance management system used to align day to day business activities to the vision and strategy of the firm. The aim is Strategy Deployment & Performance Measurement 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.

Who Should Attend?
• HR professionals
• Senior Executives
• Developmental Managers
• Young Managers

Learning Outcomes
• Awareness to Balanced Scorecard as a system for Strategy and Performance management.
• Hands on training in developing firms’ Scorecards.
• Enable participants to gauge own firms SWOT for development of BSC.
• Enable participants to develop pilot model for a Scorecard
• Enable participants to develop a plan for commitment and action.

Topics Covered
• Introduction to the concept of Balanced Scorecard Principles
• Development Process of BSC
• Objective development
• Creating KPIs and measures
• Benchmarking and Target setting
• Change Leadership

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 charged 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.

Date: 15 February, 2021
Time: 6PM to 9PM
Venue: Virtual

Fees: Rs.6,500/- Per participant;
Includes Course Pack, Certificate and Networking.