



# COLLEGE AFRICA GROUP

Discover your Potential

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## **College Africa Group – Balanced Scorecard Basics**

Over the past several decades, organisations have come to realise that success cannot only be measured in rands and cents. Intangible assets (like a company's reputation, the knowledge base created by their employees, and training initiatives) can make up a huge portion of a company's wealth.

It only makes sense, then, that we need a new tool to help us measure this expanded definition of success. Enter the balanced scorecard! This tool and its related components will help your organisation identify, document, plan, and execute a balanced strategic mission. It will also help your organisation evaluate and revise its strategic execution.

This one-day workshop will introduce participants to the basics of the balanced scorecard and help them determine if this powerful tool is a good fit for their organisation.

### **Understanding the Balanced Scorecard**

To start the day, participants will learn what the balanced scorecard is and where it originated from. Participants will also explore what economic changes caused the balanced scorecard to evolve.

### **The Ingredients for Success**

Next, participants will evaluate if the balanced scorecard is a good tool for their organisation. Participants will also brainstorm solutions to the top ten issues that cause the balanced scorecard to fail.

### **Overview of the Balanced Scorecard Process**

This session will begin with a flowchart outlining each step of the balanced scorecard process. Participants will also review a sample strategy map, tactical action plan, and scorecard.

### **Creating a Project Vision Statement**

In this session, participants will learn how to craft a vision statement for the balanced scorecard project.

### **Understanding Organisational Mission, Vision, and Values**

This session will look at what a mission statement, vision statement, and value identification list looks like, and how they each fit into the balanced scorecard process. To apply learning points, participants will evaluate what some well-known companies have for these statements.

### **Plans and Processes to Build**

Next, participants will receive checklists for creating training plans, project plans, communication plans, and core processes.

### **Building Balanced Scorecard Teams**

To wrap up the day, participants will learn how to build the three most common types of balanced scorecard teams: an executive team, a steering team, and strategic theme teams.

#### **Contact**

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