

**10% Discount**  
For early Registration  
Date: March 6th 2009

# Introduction to the Balanced Scorecard: Nine Steps to Success

A Practical Insight into INTRODUCTION TO THE BALANCED SCORECARD

## At the end of the program the participants will learn :

- Basic concepts of the balanced scorecard and how it can be used to improve organization performance
- How the balanced scorecard applies to different types of organizations
- How to build and implement a balanced scorecard using our award-winning nine-step methodology
- How to develop Strategy Profiles TM, strategy maps, and initiatives for improving organization strategy and processes
- How to develop more meaningful performance measures
- The correct sequence of steps that are necessary to build a strategy-focused organization
- How a scorecard system can drive a performance-based budget and employee accountability.

**April 7th – 9th 2009**, Le Meridien Hotel, Airport Road, Dubai

"Excellent, a lot of information presented & explained in a very simple manner"

# Introduction to the Balanced Scorecard: Nine Steps to Success

## ABOUT THE TRAINER



MR. KEVIN ZEMETIS

Kevin Zemetis is Vice President of International Operation of the Balanced Scorecard Institute, a Strategy Management Group Company. Kevin is a performance management trainer and consultant with extensive Balanced Scorecard experience.

Mr. Zemetis has in-depth government experience as a former training and program manager with over 29 years of military and government service. Kevin served as the project / program manager for the initial construction and implementation of the Joint Interagency Task Force South's Strategic Leadership System from 2002 to 2004, which was center around the organization's first ever Balanced Scorecard.

Mr. Zemetis has also conducted Balanced Scorecard training and facilitation with numerous foreign government agencies. In his tenure with the Balanced Scorecard Institute, Kevin has provided training and consultation on multiple client projects both within the U.S. as well as abroad.

He has led Balanced Scorecard development and implementation projects with the U.S. Department of Commerce / U.S. Commercial Service, National Marrow Donor Program, CESA6, Susan G. Komen for the Cure and the YMCA of Greater Houston, among others.

## PROGRAM INTRODUCTION

This course shows a step-by-step methodology to build and implement a balanced scorecard strategic management system, either public or private sector. It includes a hands-on workshop to allow you to get practice in developing the balanced scorecard for a typical organization. You will have an opportunity to address some specific issues in your own organization.

## WHO SHOULD ATTEND

This course is recommended for executives, managers, planners and analysts who are seeking the best practical ideas in improving organizational performance.

## PROGRAM DETAILS

Venue : Le Meridien, Airport Road, Dubai

Fee : US\$ 2790 or AED 10930

Fees include Course Kit, Lunch, and Refreshment

For two or more participants additional 5% discount will be available

**Program Timings: 08:00 – 16:30 hrs.**

## LEARNING FORMAT

Through case studies and a series of interactive small-group workshops, you will apply the balanced scorecard concepts to meet the challenges facing a typical organization.

**“The training materials including case study is most beneficial to the participants, the workshop covered all the topics involved in Balanced Scorecard”**

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## Course Content

- Launching a BSC program and establishing work teams
- Use an organizational assessment to set vision, mission, and strategy
- Develop an organization's strategic themes and perspectives
- Use Strategy Profiles™ and strategy maps to derive objectives and performance drivers
- Derive performance measures aligned to the strategy map
- Develop new initiatives to execute strategy
- Align mission and vision with performance
- Define requirements and select appropriate software
- Scorecard deployment, budget and time scheduling

## Course Benefits

The participants will understand the key concepts of the balanced scorecard, and why it is gaining so much attention in corporate and governmental organizations. You will learn a systematic, nine-step methodology for building and implementing the balanced scorecard, based on the performance management theory developed at Harvard University and our international balanced scorecard consulting experience. They will also receive a Performance Scorecard Toolkit™ with worksheets for each step of the methodology.

Performance measurement software will be illustrated to show how one can use tools to assist in setting up scorecards, and in collecting and reporting strategic information. The participants will also learn about some of the challenges and pitfalls of strategic management, and how to deal with the same.

**“Excellent !! most important thing, that the program allows discussions and sharing personal experiences....”**

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**APRIL 7TH – 9TH 2009**  
**Le Meridien Hotel, Airport Road, Dubai**

## Program Fees

Fees: US \$ 2970 or AED 10930  
Fees includes course kit, lunch and refreshment.

For 2 or more nomination, additional discount of 5% will be extended

## Program Timings: 08:00 – 16:30 hrs

An invoice will be sent upon receipt of your registration form. We reserve the right to admit only those delegates to the program for whom the full payment has been received before the start of the program

## Cancellation:

If the nominee is unable to attend, a substitute delegate is welcome otherwise a 200\$ service charge will be payable. Registration cancelled less than 7 days before the event must be paid in full.

## Disclaimer:

Due to unforeseen circumstances, the program may change and mindfield resources reserve the right to alter the date, venue and/ or speakers

## Payment terms and options:

Payment is due immediately upon confirmation of admission to the program

*All payment should be by bank transfer or cheque to: "Mindfield Resources Consultancy"*

1. You can pay by company cheque or bankers draft.
2. Telex Transfer

**HOLD ANY CUSTOMISED AND TAILOR MADE TRAINING PROGRAM  
IN-HOUSE AND IMPROVE PERFORMANCE WITH SIGNIFICANT COST  
SAVINGS**

## We would like to nominate the following person(s)

(1) Name (Mr/Mrs/Ms) \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Email \_\_\_\_\_

Mobile No. \_\_\_\_\_

(2) Name (Mr/Mrs/Ms) \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Email \_\_\_\_\_

Mobile No. \_\_\_\_\_

(3) Name (Mr/Mrs/Ms) \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Email \_\_\_\_\_

Mobile No. \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

I understand and accept the booking terms & conditions.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## 4 easy ways to register

☎ 971 - 4 367 1797 / 1793 / 2785

☎ 971 - 4 367 2964

☎ 971 - 50 874 5711

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