

*Two day workshops to custom design your organizational balanced scorecard and cascade cross functional goals across the board*

# Balanced Scorecard

**GAIN THE COMPETITIVE EDGE**

9:00 am to 5:00 pm

## Balanced Scorecard

The **Balanced Scorecard Workshop** brings an opportunity for organizations in Pakistan to interact with an internationally acknowledged guru who would help them engage in an activity based workshop that helps the professionals in using their organizational balanced scorecard as a strategic planning tool and cascade cross functional goals for effective performance management.

## The Approach

This course highlights the different types of strategic planning and performance management systems operating in the industry and provides a background of the growth patterns that have been followed.

By engaging the participants in open discussions, the course is designed to make the members learn about strategic performance management systems from an organization's perspective and make them analyze their own situation by identifying the areas where their organization can improve, deliver or gain a competitive advantage.

The discussions will then take a step forward towards the practical implementation of the concepts that would include defining the concept, identifying its characteristics, and putting a light at the different forms or the different options that are available to these organizations.

Stages involved in the development of the Balanced Scorecard will be the major focus of this workshop. These stages will be discussed with examples and further with the help of case studies developed exclusively for this workshop.

## The Exercise

The participants shall then be divided in function specific groups and they would be required to brainstorm their respective visions as to where they see their organization after five years in terms of performance and revenue for evolving a **destination statement**. The key result areas would be highlighted for guidance. The functional destination statements would be evaluated to extract the organizational destination statement. This exercise would be lead by the CEO as he would be required to approve the company

destination statement. He would be supported by the Workshop Leader with on the spot guidance.

The next exercise would be to collectively develop the **strategic linkage model** from the destination statement that the participants have derived for the organization. The idea is to clearly fix the cross functional responsibilities, as to which department is to do what to help the organization reach its destination as envisioned in the workshop.

The next exercise would be to take out the cross functional responsibilities thus allocated and evolve departmental objectives, which would then be cascaded down to the top two tiers, in the supervision of the consultant. Each functional head would sign the objectives for the year and the balanced scorecard would be in place for the year.

### Workshop Objective:

The workshop aims to improve strategic planning and organizational performance by developing a link between a business's internal processes and its expected external outcomes

### Workshop Benefits:

The participants would understand and master the application of 3<sup>rd</sup> Generation Balanced Scorecard technique for effective Strategic Planning and Performance Management across the Organization

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8:30 am to 4:30 pm

## Workshop Leader

Dr. Aamir Murad has a diverse background with international experience in HRM, marketing and engineering. Presently, he is the most accomplished person in Pakistan in the Field of HRM. He received his PhD from the University of Texas at Austin, USA where he undertook research in corporate restructure and management of change. In addition, he has an MBA from the same institution along with a BE in Aerospace from NED University. He is also a member of the USA based Society of Human Resource Professionals. He has worked in senior management positions with internationally renowned organizations like Halliburton USA, AT&T USA, Citibank N.A. Pakistan, OGDCL Pakistan, & PTCL Pakistan, in the fields of Organizational Development & Marketing. His multi-dimensional professional experience in engineering, telecommunication, oil & gas and banking sectors, gives him a unique insight in the practical and operational aspects of individual assignments. A world renowned HR consultant, he is based in Islamabad and specializes in corporate restructure covering various aspects of **organizational development** such as **job analysis, competency modeling, business process re-engineering, training & development and HR policies**. He is currently consulting with organizations like PTCL, OGDCL, UN, European Union & Areeba Telecom (Afghanistan).



*If your organization is considering getting into a strategic planning mode, this workshop is a must attend. Recommended for CEOs and their teams*

## Registration & Payment Options

[www.management-excellence.org](http://www.management-excellence.org)

Cell: 03005555776

Phone: 0515460107

Fax: 051 5464441

Send your payment in favor of  
*Management Excellence* at 94-C, Westridge  
II, Rawalpindi 46000, PAKISTAN  
NTN # 1126765

## How can you BENEFIT?

This unique opportunity is for all those organizations that see growth & prosperity in their future. The workshop brings the experience of a pioneer in the field of corporate restructure (Dr. Aamir Murad) to be shared with you.

## Workshop Investment

**Rs. 375,000/- per day**

Includes two additional consultancy sessions with top management prior to the actual workshop, workshop material & certificates. Venue, lunch, refreshments, photograph, etc would be arranged by client.

## Workshop on Gaining the Competitive Edge

This workshop involves the study and understanding of the different aspects of strategic planning. With the participative approach of the workshop, the course members will be able to learn a great deal by actually applying the learning to an organization and then discussing the pros and cons thereafter.

### Registration Note:

Participation will be confirmed **subject to receipt of full payment**. Substitutions are welcome. Please notify us of substitutions, in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee. No refund shall be given if the cancellation occurs within 10 **working** days prior to the workshop. Same applies to delegates who don't attend the workshop without cancellation. Workshop material will still be couriered to them. In the event of unforeseen circumstances, Management Excellence reserves the right to cancel or postpone the event.