

Developing and Implementing Corporate Strategies for Profitable Growth with the Balanced Scorecard

Objectives

After attending this seminar, participants will be able to:

- Analyze their company's overall strategic position
- Identify and evaluate the strategic options for short and medium-term growth
- Formulate a coherent corporate strategy
- Successfully implement the strategy using the Balanced Scorecard

Contents

- Carrying out an analysis of a company's overall strategic position
- Identifying the key value drivers
- Evaluating the strategic alternatives for profitable growth
- Building a sustainable competitive advantage
- Formulating a coherent corporate strategy
- Developing a Balanced Scorecard to translate the strategy into operational terms
- Communicating the strategy throughout the company
- Aligning the company's structure to its strategy
- Integrating the Balanced Scorecard into the planning and controlling system

Methodology

Lectures, moderated group work, case studies, discussions and presentations

Target Group

Senior Managers and CEO's of medium-sized companies

Prerequisite

Intermediate level of English

Duration

3 days