



# BALANCED SCORECARD ASSOCIATE (BSA) CERTIFICATION PROGRAM

## Course Overview

The Balanced Scorecard Associate Certification Program provides participants with the tools they need to build, implement, and sustain a balanced scorecard planning and management system in their organization. Created by the Balanced Scorecard Institute (BSI) and offered in association with the George Washington University Center for Excellence in Public Leadership, part of the College of Professional Studies, the certification program is fully consistent with basic balanced scorecard concepts and terminology developed by Kaplan & Norton.

It introduces participants to Balance Scorecard's award-winning Nine Steps to Success™ balanced scorecard development methodology. Participants learn how to build and implement a balanced scorecard for any commercial, government or nonprofit organization with a practical step-by-step approach. This course is a practical, "hands-on" workshop that covers best practices, case studies, exercises, lessons-learned, real-life examples, and expert facilitation practices. This course is the fundamental starting point for anyone interested in scorecard development, even for students that have advanced knowledge and experience implementing scorecards based on their own research or by working with other methodologies.

## Who Should Attend

This program is recommended for those interested in building, implementing, and maintaining strategic performance management systems, and in learning practical ideas in improving organizational performance. Courses are taught by highly experienced instructors with backgrounds in training and consulting for private, public, and nonprofit-sector organizations.

Center for Excellence  
in Public Leadership

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# Course Benefits

## 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 scorecard using the Nine Steps to Success™ methodology.
- How to develop strategy maps and initiatives for improving organization strategy and performance.
- How to develop more meaningful performance measures.
- The best sequence of steps to build a strategy-focused organization.
- How to use small group simulations to understand decision choices.

## Course Learning Objectives

### Module I: Introduction & Overview

- Explain the concept and origin of the balanced scorecard.
- Introduce the case studies and outline course modules.

### Module II: Overview of the Balanced Scorecard

- List reasons for adopting a balanced scorecard system.
- Identify challenges that need to be overcome.
- Discuss time periods for a scorecard project.
- Contrast the differences and similarities in scorecard systems for different organizations.
- Discuss a typical BSC cycle.

### Module III: Building the Balanced Scorecard

- Identify the six building steps.
- Using an organization assessment to set vision, mission, and strategy, defining strategic themes, choosing perspectives, and developing objectives, developing a Strategy Map, defining performance measures, and developing Initiatives.

### Module IV: Implementing the Balanced Scorecard

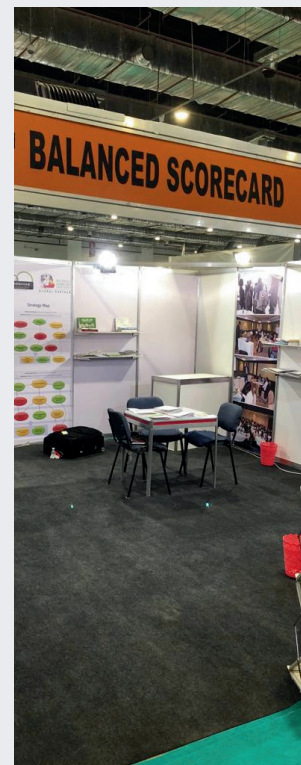
- Identify and understand the three implementation steps.
- Cascading the scorecard throughout the organization.
- Using scorecard information to improve performance.

### Module V: Next Steps

- Overcoming challenges to implementation.

### Module VI: Getting a Scorecard on Track

- Applying the BSC to your organization's needs.



## Registration

For online registration, please visit our website, or call or email us at: [admin@balancedscorecardwa.org](mailto:admin@balancedscorecardwa.org)