

# Improving Performance Using Balanced Scorecard

## Objectives

- Understand the use and contribution of Balanced Scorecard (BSC) in business
- Learn how to apply BSC in creating and implementing business strategies
- Design and build a Balanced Scorecard

## Who Should Participate

- \* Anyone who is working in an office environment and anyone who is involved & responsible for any functions or responsibilities within an organization (e.g. managers, supervisors, staff, etc.) may attend. Professionals ranging from those with little or no experience of the Balanced Scorecard approach and to those already implementing BSC are welcome on this session. The added value of the seminar is in showing how to best use the Balanced Scorecard methodology in maximizing the effect of their work within their organization. There are no prerequisites for this course.

## Key Topics

### \* Module 1 - Introduction to Balanced Scorecard

1. What Balanced Scorecard is:
  - The Development and History of Balanced Scorecard
  - Terminologies Used in Balanced Scorecard
  - The Cause and Effect process
2. Use of Balanced Scorecard in Business
  - Use in Strategic Planning
  - Use in Business Strategy
  - Use in Performance Management
3. Balanced Scorecard Perspectives
  - Financial Perspective
  - Customer Perspective
  - Business Process Perspective
  - Learning and Growth Perspective

### \* Module 2 - Building the Balanced Scorecard

1. Business Strategic themes
  - Organizational Effectiveness
  - Organizational Efficiency
  - Performance Management
2. Balanced Scorecard Strategy Maps
3. Creating and Aligning the Organization to the Balanced Scorecard strategy

**Reserve now! Call us at:**

Tel. (02) 727.56.28 / (02) 225.66.16 / (02) 225.73.47 /  
(02) 727.88.60

Mobile Numbers: Globe: 0915-205-0133 / Smart: 0908-342-3162 /  
Sun: 0933-584-7266

Website: [www.businesscoachphil.com](http://www.businesscoachphil.com)



## Time

- \* 9:00 am - 4:00 pm

## Venue

- \* Unit 201 Richbelt Tower,  
17 Annapolis St.,  
Greenhills, San Juan City,  
Metro Manila

## Schedule

- \* Please check our website, or you may call any of our customer representatives.
- \* Schedule may change without prior notice. Please call to confirm. BusinessCoach, Inc. is not liable for any expense incurred by seminar registrant resulting from cancellation of any of our events.

## Seminar Fee

- \* Php 3,000.00 per person (inclusive of snacks, lunch, seminar kit, handouts, certificate of attendance)

## Discount

- \* 10% Discount if FULL AMOUNT is paid at least five (5) banking days before the event.

## Reservation

- \* Please call to register, or use the registration form below. Kindly fill-out, and send to us through fax (727.8860 or 727.5628) or email. You will receive a confirmation within 48 hours.

## Mode of Payment

- \* Deposit payment at Banco de Oro, Savings Account Name: BusinessCoach, Inc. Then kindly fax or email deposit slip (indicate name of participant and seminar title) to confirm reservation.
- \* On-site payment (CASH only)
- \* Company checks are accepted, provided that they are received at least five (5) banking days before the event.

### Register Now! (limited slots available)

Seminar Title \_\_\_\_\_  
Date \_\_\_\_\_  
Name of Participant \_\_\_\_\_  
Nickname \_\_\_\_\_  
Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
TIN \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Position \_\_\_\_\_  
Contact Number \_\_\_\_\_  
Fax \_\_\_\_\_  
Email Address \_\_\_\_\_

(You may use a separate sheet for additional registrations)

\*Kindly fax to (02) 727.5628 or (02) 727.8860, or email form to [businesscoachphil@gmail.com](mailto:businesscoachphil@gmail.com)