

The Balanced Scorecard

Developing the Next Generation of Performance Metrics

Create a complete picture of your organisational health

Higher customer expectations and the need for change have increased the urgency to measure business performance more thoroughly. Many businesses and government agencies are moving beyond standard financial indicators to create and add measures centred around community and customer value, process and employee capability.

When aligned with business strategy, this next generation of performance measures together create a truly Balanced Scorecard, providing richer reporting around corporate and business unit objectives and building a complete view of the organisation from the perspective of the customer.

Practical skills for aligning business strategy, operational requirements and core processes

The program aims to impart the skills required to design, develop and implement new, more meaningful measures of business performance by aligning business strategy and operational requirements.

It will demonstrate how to align core business processes, such as attracting, supplying and servicing customers, and embed them in the Balanced Scorecard approach. In this way, measures can be more effectively cascaded through the organisation to provide meaningful information for performance monitoring and improvement.

The program will suit managers from both private and public sectors.

The tools to tailor your own Balanced Scorecard

This interactive and practical workshop begins by outlining the Balanced Scorecard approach to performance measurement and works through a logical sequence to help you analyse your own organisation and devise tailored measures based on strategic objectives.

You will walk away with:

- Frameworks to design a Balanced Scorecard that describes strategic directions
- A Strategy Mapping Tool describing "Strategy on a Page"
- Skills to create alignment between strategy and operations
- Improved reporting and management practices.

You will learn how to:

- Measure the key value drivers of customer and bottom-line results
- Measure intangibles
- Learn how to describe and measure strategy
- Discover how to cascade a corporate scorecard and align teams and units
- Develop and deploy strategy-led reporting.

Stimulating, interactive learning

Practical in nature, this program aims to impart valuable skills and knowledge with immediate application. It will be highly interactive, using a variety of approaches to enable participants to apply ideas, concepts, frameworks and the experience of others to their issues.

Teaching methods will include lecture input, discussions, diagnostic examples, business simulations, case studies and group activities.

One-on-one feedback

You will be encouraged to bring along any KPI reports or previous work on strategic/corporate plans or the Balanced Scorecard that you would like reviewed.

You have the option of sharing your experiences with the class.

*"Well paced -
fantastic energy
from start to finish"*

2008 feedback

Venue

Executive Education Unit

The University of Adelaide
7th Floor
10 Pulteney Street
Adelaide

Date

Mon 31 Aug - Tue 1 Sep, 2009

Time

9am - 5pm
(Light lunches provided)

Cost

\$1,250 per person GST-free
(Group and Earlybird
discounts available)

Customisation

This program can be
tailored to meet the needs
of your organisation.
Phone Andrew Stevens
on (08) 8303 5703

Contact

p: (08) 8303 3268

f: (08) 8303 6140

amanda.bramwell@adelaide.edu.au

www.adelaide.edu.au/professions/execed

Group discounts

The fee for one or two participants is \$1,250 per person. For bookings of three, however, a discounted total fee of \$3,187 is offered – a reduction of 15% per person. And for five, a total fee of \$5,000 is offered – a reduction of 20% per person.

Earlybird discount

For registrations **with payment** received no later than 28 days prior to commencement of the program, a discount of 10% applies as per the following table:

	1 person	3 people	5 people
Earlybird Fee	\$1,125	\$2,868	\$4,500
Earlybird Saving	\$125	\$319	\$500
Standard Group Fee	\$1,250	\$3,187	\$5,000

Please note that this program is GST-free.

For more information on this or any other MDP Short Course, call Amanda Bramwell on (08) 8303 3268 or e-mail amanda.bramwell@adelaide.edu.au

Cancellations and deferrals

If written notification of cancellation or deferral is received no less than three weeks prior to the program start date, the full fee will be refunded. If notification is received between four days and three weeks prior to the program start date, a 25% fee will apply. If notification is received less than four working days prior to the program start date, the full fee will be forfeited.

If the intended participant is unable to attend, a suitable substitute will be accepted right up to the morning of the program with no financial penalty.

Accommodation (optional)

While this program is non-residential, there are a number of hotels within walking distance should you require accommodation. Please contact Amanda Bramwell through the channels listed below for further information.

The presenter

Dr Paul Walsh



Dr Paul Walsh is the director of the Balanced Scorecard program at the Australian Graduate School of Management, University of New South Wales. Paul has presented more than 150 public and in-house management development workshops. He is considered a leading authority on the Balanced Scorecard and has worked extensively in the private and public sectors as an independent consultant, coach and mentor in performance measurement and management.

Paul's recent book *The Measurement and Management of Strategic Change* chronicles his experiences with the Balanced Scorecard over the last decade. His recent paper *Dumbing Down Performance Measures* appears in the UK Journal, *Measuring Business Excellence*.

Paul has worked in Adelaide with the Department of Correctional Services and the City of Salisbury.

*"Paul's an excellent communicator
- very approachable and
didn't mince words"*

2008 feedback

Registration Form and Tax Invoice Upon completion of this form, including the relevant payment, this form will become a Tax Invoice. ABN 61 249 878 937

The Balanced Scorecard: Mon 31 Aug - Tues 1 Sept, 2009

YES I/we would like to improve my/our ability to implement broader, more meaningful performance metrics.

Please accept the following registration(s) at this MDP:

Number of people attending: Amount payable (GST-free): \$

Name:
title first name last name

Position:

Organisation:

Postal Address:

Postcode:

Phone: Fax:

E-mail:

My organisation is: Government Non-Government

Method of payment

Cheque (please make payable to The University of Adelaide) and forward with a copy of THIS registration form to Amanda Bramwell at the address below.

Debit my: Mastercard Visa Amex

Card No.:

Cardholder's Name:

Signature: Expiry date:

I would prefer not to receive promotional material regarding future programs offered by the Executive Education Unit.

Now mail or fax to:

**Amanda Bramwell
Executive Education Unit
The University of Adelaide, SA 5005
Fax: (08) 8303 6140**