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| **Balanced Scorecard** |

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| **10th & 11th of October 2012****From 9:00 am to 5:00 pm**http://img2.ymlp247.net/ck77_balancedscorecard4.jpg |

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| **Are you facing difficulties executing your strategy?****Do you have challenges in measuring company performance across all disciplines?****Do you exert a lot of effort to make your employees work towards one goal, with little success?****Are you facing problems due to conflicting objectives?****Do you have trouble linking functions such as Human Recourses, Information Technology and Reasearch & Development to company overall performance?****If you start to wonder about the answers of these situations, then; you should attend Balanced Scorecard Program** |

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| **About the course**The balanced scorecard is a strategic planning and management system that is used extensively in business and industry, government, and nonprofit organizations worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals. **Key Benefits**Participants will learn how to develop balanced scorecards and apply them in their own organizations. Planning and performance measurement will be demonstrated to show how to collect, report, and visualize performance information, and cascade an enterprise  scorecard to business and support units, and to teams and individuals.  **Course Approach**The approach used on this course will use case studies and exercises in small groups to allow each participant to practice facilitation  techniques and receive feedback from the instructor. |

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| **Course Outline** |

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| **Introduction to The Balanced Scorecard Framework*** History of The Balanced Scorecard
* Different perceptions about The Balanced Scorecard
* The four perspectives for profits, non-profits and public sector
* The Mobil Case Study

**Strategy Maps*** Strategy Maps versus Balanced Scorecard
* Cause-and-effect relations among strategies
* The development Process
* Scorecard Alignment & Cascading

**The Financial Perspective*** Growth Strategies
* Productivity Strategies
 |   | **Customer Perspective*** The core customer measures
* Customer value proposition items

**Internal Perspective*** Operations management processes
* Customer management processes
* Innovation management processes
* Regulatory and social management processes

**Learning and Growth Perspective*** Human capital strategies
* Information capital strategies
* Organization capital strategies

**The Mobil Case Study re-visited*** Results of The Balanced Scorecard Implementation
* The Balanced Paycheck

**The Strategy-Focused Organization** |

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| **Logistics*** **Course Duration:**  2 Days
* **Course Fees:** 2600 EGP
* **Deadline for payment:** 5 days prior to the training date
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| http://img2.ymlp247.net/ck77_audience.gif |   | **Target Audience*** Executives
* Managers & Planners
* Analysts who are seeking the best practical ideas in improving organizational performance
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| **Archer Training Representative****Name: Yara El Nagdi****Position: Training Coordinator****Phone (Office): +202 22901827****Fax: +202 24142215****Mobile: 01228959595****Email:** YElnagdi@ArcherEgypt.com**Website:** [www.ArcherEgypt.com](http://t.ymlp247.net/meapabjybaoaueuanajswy/click.php) |

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| **Training Location****Venue:** Morepedia Training Venue**http://img2.ymlp247.net/ck77_Untitled1.png****Address:** Building # 6 Street # 81, Maadi, Cairo, Egypt.**Website:** [www.more-pedia.com](http://t.ymlp247.net/mmaxabjybaraueuavajswy/click.php) |

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| **Upcoming Events** |

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| http://img2.ymlp247.net/ck77_6a00d83451ca1469e2010534a3993f970b800wi.jpg |   |  **Finance for non financial managers**17th & 18th of October 2012From 9:00 am to 5:00 pm **Train of Trainer (TOT)**11th, 12th & 13th of November 2012From 9:00 am to 5:00 pm**Emotional Intelligence**18th & 19th of November 2012From 9:00 am to 5:00 pm |

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