



# Balanced Scorecard Professional Certification

Learn How To Build And Implement An Integrated Strategic Planning And Management System Based On Use Of The Balanced Scorecard Methodology

A 5-day course leading to professional BSC certification by the US Balanced Scorecard Institute and the George Washington University College of Professional Studies

24-28 February 2020 • Sydney | 25-29 May 2020 • Brisbane | 24-28 August 2020 • Melbourne  
23-27 November 2020 • Perth | 7-11 December 2020 • Gold Coast

## Our Expert Course Instructor



**Dr Michael Court**  
B.Ec, MBA, PhD

Dr Court recently retired as Managing Director of Balanced Scorecard Australia after 15 years senior consulting experience. His principal interests are in the strategic management of companies and organisations and in the development and implementation of performance measures and scorecard systems. He is a Senior Associate of the USA Balanced Scorecard Institute and a certified Balanced Scorecard Master Professional.

### Certifying Bodies



Center for Excellence  
in Public Leadership  
THE GEORGE WASHINGTON UNIVERSITY

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## ABOUT THE COURSE

The Balanced Scorecard methodology is a strategic planning and management system that is used to achieve an organisation's goals and to align its operational activities with its vision and strategies. When successfully developed and applied in an organisation, the Balanced Scorecard is best practice modern management. It constructs performance management systems that work. It applies equally in the private, not-for-profit, and public sectors.

Presented by Dr Michael Court, Managing Director of Balanced Scorecard Australia, this 5 day course covers all of the steps in developing and implementing a balanced scorecard system in an organisation and satisfies the course requirements for Balanced Scorecard Professional Certification from the US Balanced Scorecard Institute and the George Washington University College of Professional Studies (exam required).

Fully consistent with the basic balanced scorecard concepts and terminology initially developed by Kaplan & Norton, the course covers scorecard development in business, government and nonprofit organisations. Participants get hands-on practice using a simple step-by-step process for developing a scorecard system on their own.

## WHO SHOULD ATTEND

This course is designed for people in private, public or non-profit sector organisations who have responsibility for building, implementing and maintaining a balanced scorecard or other performance management system. Typical attendees include those with responsibilities for implementing and/or maintaining a balanced scorecard system, developing effective performance measures; selecting software tools; cascading scorecards; reporting and evaluating strategic and operational performance data; and/or improving resource allocation decision making.

### Would You Like To Run This Course On-Site?

#### Informa Corporate Learning: On-site & Customised Training

If you have **8+** interested people, an onsite course can be an ideal solution. Speak with **Anton Long** or **Holly Baldwin** on **+61 (02) 9080 4455** to discuss your customised learning solution, or email [training@informa.com.au](mailto:training@informa.com.au)

## EXPERT COURSE INSTRUCTOR



### Dr Michael Court

Dr Court recently retired as Managing Director of Balanced Scorecard Australia after 15 years senior consulting experience. His principal interests are in the strategic management of companies and organisations and in the development and implementation of performance measures and scorecard systems. He is a Senior Associate of the USA Balanced Scorecard Institute and a certified Balanced Scorecard Master Professional.

### Dr Court's recent consulting activities include:

- The delivery of public balanced scorecard training programs in Adelaide, Melbourne, Sydney, Brisbane, Perth, Singapore and Ho Chi Minh City,
- The recent development of a large scale BSC program for the Malaysian State of Sarawak, previous BSC developments for the Mongolian Government, the Bhutan Sovereign Wealth Fund, and the Indonesian Prudential Authority, and
- Current and recent consultancies with STULZ Australia Ltd, the Maldives Transport and Construction Corporation, Alphacrucis College, TSI Pharmaceuticals, SEQ Water, Golding Contractors Ltd, the Murrumbidgee Irrigation Authority, AMCAP Ltd, This Solution, Siemens Australia Ltd, AnglicareSA, the PNG Air Services Authority, PNG Airports Ltd, Lifestyle Australia, Highland Coffee Group (Vietnam), Dai-ichi Life Insurance (Vietnam) and the South East Insurances Group (Thailand).

### Earlier career

Michael's early career was in economics and accounting with one of KPMG's Australian predecessors and then the Reserve Bank of Australia. He subsequently completed an MBA at the University of Washington and the Advanced Management Program at the Australian Staff College.

He occupied senior executive positions in financial management in both the public and private sectors, culminating as Finance Director and then Secretary of the SA Health Commission. After completing a Ph.D in strategic management, including research periods at the University of Washington and the London School of Economics, he was the inaugural CEO of a new statutory authority for the SA Government.

Michael retired from the public service in 1994 and established his own management consultancy practice specialising in the development and implementation of strategic management and scorecard systems. This became Balanced Scorecard Australia in 2009.



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## 5-Day Intensive Course Outline

The Balanced Scorecard Professional Certification course combines an introduction and detailed overview of the modern balanced scorecard methodology with hands on application of the methodology to 2 case studies. The emphasis is on shared participant experiences, lessons learned and best balanced scorecard practices. Course content is focused on building and implementing a Balanced Scorecard using the detailed 9 step framework created by the Balanced Scorecard Institute.

### Strategic Assessment & Planning

**Step 1:** Strategic Assessment

**Step 2:** Building Strategic Frameworks

**Step 3:** Developing Strategic Objectives

**Step 4:** Creating Strategy Maps & Commentaries

### Implementing Strategies

**Step 5:** Choosing Performance Measures & Targets

**Step 6:** Developing & Funding Strategic Initiatives

**Step 7:** Automating Scorecards & Analysis

**Step 8:** Cascading Scorecards

**Step 9:** Managing with a Scorecard System

### Hands-on Training

Through case studies and a series of interactive small-group workshops, participants apply balanced scorecard concepts to meet the challenges facing a typical organisation. Exercises performed throughout this course include:

- Launching a BSC program and establishing work teams
- Incorporating communications planning & change management into the scorecard development process
- Using an organisational assessment to set vision, mission and strategy
- Understanding who your customers & stakeholders are and what they need from your organisation
- Developing an organisation's strategic themes, strategic results & perspectives
- Developing & refining strategic objectives and strategy maps
- Developing & refining performance measures and targets, aligned to the strategy map
- Developing and prioritising new initiatives to execute strategy
- Aligning performance with mission, vision and strategy
- Defining requirements and selecting appropriate software
- Scorecard deployment, budget and time scheduling

### Key Learning Objectives

- ▶ Understand the key concepts of the Balanced Scorecard, and why it is gaining so much attention in corporate and governmental organisations
- ▶ Learn a systematic, nine step methodology for building and implementing the BSC, based on performance management theory
- ▶ Observe through demonstrations how Performance Management software can aid in collecting and reporting strategic performance information
- ▶ Understand the challenges and pitfalls of strategic management and how to deal with them
- ▶ Receive a comprehensive workbook, including scorecard examples based on real organisations, and a Performance Scorecard Toolkit with worksheets for every step of the methodology

### WHAT OUR CLIENTS SAY

*"This is really a useful course and highly related to my job. The trainer was knowledgeable and gave good examples and case studies to practice and understand the concepts."*

Head of Performance Management, SOCSO

*"Instructor was excellent, easy to understand, friendly, knowledgeable and professional. His wide experience and coaching style facilitated for perfect learning environment."*

Head of Corporate Planning, Social Security Organisation

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## Easy Ways to Register

**1 Web**  
[www.informa.com.au/balancedscorecard](http://www.informa.com.au/balancedscorecard)

**2 Telephone**  
+61 (02) 9080 4395

**3 Email**  
[training@informa.com.au](mailto:training@informa.com.au)

## Stay Connected



## Balanced Scorecard Professional Certification

Course Codes	Location	Course Dates	Super Early Bird price valid until		Early Bird price valid until		Standard price valid after		4+ Dels Discount	
			SY - 17 Jan 20 BR - 17 Apr 20 ME - 17 Jul 20 PE - 16 Oct 20 GC - 30 Oct 20		SY - 14 Feb 20 BR - 14 May 20 ME - 14 Aug 20 PE - 13 Nov 20 GC - 27 Nov 20		SY - 14 Feb 20 BR - 14 May 20 ME - 14 Aug 20 PE - 13 Nov 20 GC - 27 Nov 20			
P20GL27SY	Sydney	24-28 Feb 20	\$4,780 + \$478 GST	<b>\$5,258</b>	\$4,980 + \$498 GST	<b>\$5,478</b>	\$5,080 + \$508 GST	<b>\$5,588</b>	\$3,984 + \$398.40 GST	<b>\$4,382.40</b>
P20GL27BR	Brisbane	25-29 May 20	\$4,780 + \$478 GST	<b>\$5,258</b>	\$4,980 + \$498 GST	<b>\$5,478</b>	\$5,080 + \$508 GST	<b>\$5,588</b>	\$3,984 + \$398.40 GST	<b>\$4,382.40</b>
P20GL27ME	Melbourne	24-28 Aug 20	\$4,780 + \$478 GST	<b>\$5,258</b>	\$4,980 + \$498 GST	<b>\$5,478</b>	\$5,080 + \$508 GST	<b>\$5,588</b>	\$3,984 + \$398.40 GST	<b>\$4,382.40</b>
P20GL27PE	Perth	23-27 Nov 20	\$4,780 + \$478 GST	<b>\$5,258</b>	\$4,980 + \$498 GST	<b>\$5,478</b>	\$5,080 + \$508 GST	<b>\$5,588</b>	\$3,984 + \$398.40 GST	<b>\$4,382.40</b>
P20GL27GC	Gold Coast	7-11 Dec 20	\$4,780 + \$478 GST	<b>\$5,258</b>	\$4,980 + \$498 GST	<b>\$5,478</b>	\$5,080 + \$508 GST	<b>\$5,588</b>	\$3,984 + \$398.40 GST	<b>\$4,382.40</b>

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### Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

### Why Choose On-site With Informa Corporate Learning?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

### Our Long Standing Clients Include:

ActewAGL, Ajilon, Ambulance Victoria, ANU, Arrow Energy, Australian Super, Barrick, BHP, Chevron Australia, Coffey International, ConocoPhillips, CSIRO, Dalrymple Bay Coal Terminal, Department of Education, Department of Planning, Electricity Generating Authority of Thailand (EGAT), ENI Australia, EY, Fortescue Metals Group, Health Purchasing Victoria, IBM, IP Australia, Jemena, Litmus Group, Metro Trains, Office of the National Rail Safety Regulator, Origin Energy, Pacific National, PT Freeport, Public Transport Authority – WA, QGC – BG Group, Queensland Rail, Rio Tinto, Romgaz, SA, South Australia Health, Telstra, Transport & Infrastructure, UBS, Woodside and more...

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