

THE BALANCED SCORECARD PROFESSIONAL CERTIFICATION PROGRAM

✱ PROGRAM OVERVIEW

The Balanced Scorecard Professional 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 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.

✱ 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

Offered in association with

**Center for Excellence
in Public Leadership**

THE GEORGE WASHINGTON UNIVERSITY

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WWW.BALANCEDSCORECARD.ORG

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BALANCED SCORECARD PROFESSIONAL CERTIFICATION BOOT CAMP

Get BSC-certified with the original Balanced Scorecard Boot Camp! This 5-day course combines BSP Certification Parts 1 and 2 and meets the requirements for Balanced Scorecard Professional Certification. It covers key topics including strategic planning, strategy mapping, performance measures, target setting, initiative prioritization, automation, and cascading.

BSP CERTIFICATION PART 1

This course introduces the award-winning Nine Steps to Success™ balanced scorecard methodology. Participants learn how to build and implement a balanced scorecard for commercial, government, or nonprofit organizations through a practical, step-by-step approach. The hands-on workshop covers best practices, case studies, exercises, lessons learned, real-life examples, and expert facilitation practices.

PARTICIPANTS WILL LEARN HOW TO:

- 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

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✱ BSP CERTIFICATION PART 2

This course builds on Part 1, providing advanced tools and techniques to build, deploy, and sustain a scorecard system. It focuses on real-world scorecard development challenges and advanced topics including strategic thinking, cascading, budgeting, change management, facilitation evaluation, and more. The course is taught by experienced staff.

✱ PARTICIPANTS WILL LEARN HOW TO:

- How to think strategically without getting bogged down in tactical details
- How to design and implement a scorecard within existing frameworks
- How to revise poorly-designed scorecard elements
- Balanced scorecard "best practices"
- Advanced concepts in performance measurement
- How to cascade the enterprise scorecard throughout the organization
- How to drive a performance-informed budget and build employee accountability
- How to overcome obstacles and real-world challenges
- The evaluation of planning documents and processes

BSP BOOT CAMP (5 DAYS)

PART 1 (3 DAYS)

PART 2 (2 DAYS)

BSP EXAM

BALANCED SCORECARD PROFESSIONAL (BSP) CERTIFICATION

