



# **BALANCED SCORECARD WORKSHOP**





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Pages: 2

**SPECIMEN**

**Re: STRATEGY DEPLOYMENT USING THE BALANCED SCORECARD**

In today's turbulent business environment, the ability for organisations to nimbly manage strategic change has become a pre-requisite to stay ahead in the competition. Yet, research shows that most companies fail to execute strategy successfully. The reason being many companies continue to use management processes – top-down, financial driven and tactical – that were designed to run yesterday's organisations.

To win, your organisation must strive towards becoming Strategy Focused, one that is able to translate the strategy formulated by the top management into actions by those at the bottom level who implement it rapidly and effectively – Top-down, bottom-up strategy approach.

Research indicates, however, that less than 5% of the typical workforce responsible for executing the strategy understand what the strategy is.

So how do you then align the thinking and ability to execute the strategy from the top-down management to bottom-up (implementers) approach. In other words how to make strategy everyone's, everyday job.

The Balanced Scorecard fills the void that exists in most management systems - the lack of a systematic process to implement and obtain feedback about strategy from the bottom level. It links goals and resources and gives the board and its management a central organising framework for effective corporate governance.

The Balanced scorecard shows how managers can use this revolutionary tool to mobilise their staff to fulfil the organisation's mission. The balanced Scorecard is more than just a measurement system. It is a management system that can channel the energies, abilities and specific knowledge held by staff throughout the organisation toward achieving long-term strategic goals.

We shall be conducting the Balanced Scorecard workshop for strategic planning department heads and managers, department heads and managers responsible for strategic planning and strategic deployment on **February - April 2002 at Novotel Apollo Singapore**. The details and registration form of our next programme are attached.

As we are now in the process of confirming the participants' registration for February - April 2002, you **must** fax to us your registration form **immediately** to secure a seat for the programme via our fax no. 8429840.

It is definitely an opportunity not to be missed!

Meanwhile, please feel free to call me at 8429895 should you need further assistance.

We look forward to welcoming you to attend the next enriching session.

**Thank you and best regards**

A handwritten signature in black ink, appearing to read "W. Chong".

**Watson Chong**  
**President and Chief Executive Officer**  
**Strategic Innovation Consulting Pte Ltd**



## Strategy Deployment and Measurement Using the **BALANCED SCORECARD**



Conducted By  
Mr C.W. Watson, President & CEO  
**Strategic Innovation Consulting Pte Ltd**  
(A Committed Partner Whom You Can Trust)

Strategy Deployment & Measurement using the Balanced Scorecard is a workshop that aims to translate strategy into action across four perspectives, namely financial value, customer delivery, internal processes and learning and growth. The Balanced Scorecard is a framework that helps organisations translate strategy into operational objectives that drive both behavior and performance. It links vision, strategy formulation and performance measurements. BSC is a tool for getting strategic plans into action. In Singapore, many winning organisations that have successfully implemented the BSC as a measurement and management system are showing results and reaping significant benefits.

This workshop is specially catered to the specific needs of Government Ministries, Statutory Boards, Government-linked Agencies and Not-for-Profit Organisations.

Participants will be taught how to define **Strategic Intent** and to build a **Strategy Map** by stages into action across four perspectives, namely **financial value, customer delivery, internal processes and learning and growth**. Participants will also gain hands-on experience and initiate their own Balanced Scorecard with the use of the various software tools to optimise BSC implementation.

So join us for an enriching session to learn and understand the fundamentals of the Balanced Scorecard.

### BSC WORKSHOP (2 days)

28 February – 01 March 2002  
21 March – 22 March 2002  
25 April – 26 April 2002

**Time** : 9.00am to 6.00pm

**Venue** : Novotel Apollo Singapore

**Fees** : S\$1,500.00  
S\$1,350.00 for companies sending 3 and more participants

#### Who should attend

Strategic Planning Department, Department Heads and managers responsible for Strategic Planning and Strategy Deployment, Implementation and measurement.

### Workshop Objectives

- Explain the importance of Strategic Planning and Strategy Deployment
- How to translate Strategy to Operational Terms
- How to align the organisation to the Strategy
- How to make Strategy Everyone's Everyday Job
- How to make Strategy a Continual Process
- How to mobilise changes through Executive Leadership
- How to integrate with other initiatives such as ABC/M, EVA/SVA, TQM
- Understand the fundamentals of the Balanced Scorecard.
- Enhance participants' knowledge in developing Balanced Scorecard as a business tool.

### Participants include

Ei-Nets Ltd, Min of Education, WeMobile Pte Ltd, Nexcom Technologies Pte Ltd, Min of National Development, Raffles Hotel, Min of Information & The Arts (MITA), CHIJ (Katong) Primary, Bukit Panjang Primary School, Kent Ridge Secondary School, Geylang Methodist Secondary School, Building & Construction Authority, Ordnance Development & Engineering, Maritime & Port Authority of Singapore, Simmons (SE Asia) Pte Ltd, School of Visual Arts (NAFA), Nanyang Business School, ITE East (Yishun), PRINTCAST, S3 COMUNICATIONS, TK Agency

### Workshop Leader

- Bachelor degree with honours in Economics and Management Studies from University of London (United Kingdom).
- Master degree in General & Strategic Management & Consultancy from Maastricht School of Management (Netherlands).
- Post graduate Diploma in Financial Management and Higher Diploma in Hotel Management.
- Conducted Strategic Planning Executive Retreat, Strategy Deployment and Measurement using the Balanced Scorecard Framework for many companies.
- Conducted EVA Workshop using Balanced Scorecard Framework to identify non-financial drivers of value.

### Enquiries

For any enquires please call Mr. C.W. Watson at 8429895 or fax to us at 8429840

### REGISTRATION FORM

Reserve via Fax: 8429840

28 February—01 March 2002     21 March – 22 March 2002     25 April – 26 April 2002

**NOTE:** This programme is subject to changes under unforeseen circumstances by the organiser without prior notice.

Name (Dr/Mr/Mrs/Ms): \_\_\_\_\_ Designation \_\_\_\_\_  
Company: \_\_\_\_\_ Nature of Business \_\_\_\_\_  
Address: \_\_\_\_\_  
Contact Person (If different from above) \_\_\_\_\_ Tel No. \_\_\_\_\_ Fax No. \_\_\_\_\_

You may register via fax but registration is only confirmed upon receipt of payment. Mail your crossed cheque made payable to "Strategic Innovation Consulting Pte Ltd" and send cheque with registration form to

**Strategic Innovation Consulting Pte Ltd**  
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