

Balanced Scorecard (BSC)

WHAT IS THE BALANCED SCORECARD?

The Balanced Scorecard is a performance management and strategy deployment methodology created by Robert Kaplan and David Norton in 1992. The Balanced Scorecard has been identified by Harvard Business Review as one of the seminal ideas of the past seventy-five years. The BSC essentially has four perspectives that collectively describe and articulate any organization's business strategy viz. financial, customer service, internal business processes and learning and growth aspects of the organization.

CEO LEVEL CHALLENGES

Is the organisation aligned / ready to deliver the strategy?

Is there senior management consensus on the business strategy?

Is the organisation on the right track as regards implementation of strategy?

Have the action plans been identified and mapped against strategic objectives?

WHAT SETS US APART

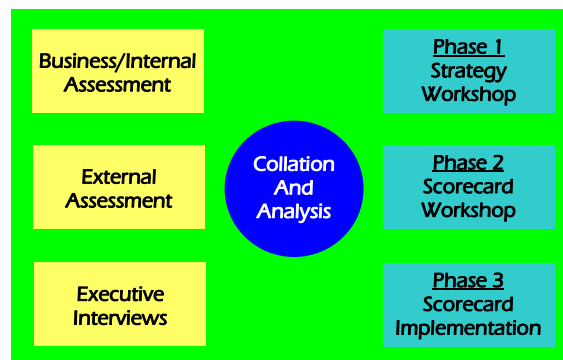
Creating a successful strategy management and enterprise performance management system requires external assistance that would provide un-biased and objective value-add.

Our consulting teams have experience in implementing Balanced Scorecards in the Asian/Middle East region for over 4 years across a wide range of industries and have successfully developed over 150 scorecards for large international as well as regional and national companies.

HOW IS BSC USEFUL?

- It ensures that the business strategy is "balanced" and hence most exhaustive
- It helps organisations manage and track the implementation of business strategy
- It aligns people to the organisation and its strategy
- It helps identify, align and map thoughts to action thereby increasing the efficiency and effectiveness with which things get done
- It helps understanding of the strategy across the organization

OUR NEXT-PRACTICE METHODOLOGY



Phase 1: Strategy Validation. Our consulting team conducts a business audit of the client organisation through a judicious mix of internal and external assessment and confidential one-on-one interviews with key stakeholders. A strategy workshop is conducted, output of which is the strategy map.

Phase 2: Scorecard Development. Once the objectives are finalised, ownership gets decided, measures and action plans get developed and finalised in a scorecard workshop. We assist client in target setting.

Phase 3: Scorecard Implementation. Free-of-cost hand holding assistance to clients ensuring that the knowledge base on the scorecard has got transferred to the client team. We assist our clients in completing all the required measurement and project description templates that are required to run the scorecard.

OUR CLIENTS

- Bank of Bahrain and Kuwait (BBK)
- Y. K. Almoayyed
- Dubai Development Board
- Savola Group
- Dubai Fuel Supply

FIND OUT MORE

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