

THE PERFORMANCE MANAGEMENT GROUP LLC

A photograph of three business professionals in a meeting. A woman in a grey suit is in the foreground, looking down at a document. Behind her, a man in a dark suit is looking towards the camera. To the left, another man in a grey suit is looking down. They are in a modern office setting with large windows in the background.

THE ONLINE PERFORMANCE MANAGEMENT BALANCED SCORECARD CERTIFICATION PROGRAM

A Step-by-Step Guide to:

- ▶ Strategic Planning
- ▶ Strategy Deployment
- ▶ Performance Management

ABOUT THE PERFORMANCE MANAGEMENT BALANCED SCORECARD CERTIFICATION PROGRAM

VISIONARY LEADERSHIP. Visionary leadership sets direction; creates high expectations with clear and measurable objectives. Visionary leaders produce the strategies, systems and methods for achieving financial success in the short-term and over the long haul. The established values and strategies help guide operational activities and managerial decisions.

The Performance Management Group helps you master a focus on the future through the art of formulating and implementing successful strategies as well as driving sustained performance improvements. Equipped with workshop products, and a proven method for developing and managing strategy; you will be prepared to execute a winning strategy as a visionary leader.

Why Become A Certified Performance Management Balanced Scorecard Professional?

- Enhance your strategy and performance management expertise
- Build your credentials
- Increase your professional capital and market value
- Expand your professional network

PRACTICAL

LEARN BY HEARING ► LEARN BY SEEING ► LEARN BY DOING!

“Through traditional instruction, real world case studies, and practical exercises, TPMG promotes powerful strategic management and performance improvement skill building. The program extends to real world application from case studies to the actual development of company work products that will carry each certified Performance Management Balanced Scorecard professional back into their company.”

*Gerald Taylor, Managing Consultant
The Performance Management Group LLC*

APPLICATION

The Certification Program



Performance Management BSC Certification Requirements

Certified Graduates:

- **Must complete the online intensive boot camp certification workshop.**
- **Must successfully complete the BSC certification examination.**
- **Candidates will dive deep into the three stages of the method and learn the specific skills and tools needed to formulate strategy, deploy strategy, and become adept at using the BSC and metrics to improve strategic and operational performance.**

Certified Masters:

- **Must also complete a successful implementation of a company strategy, line of business strategy or operational strategy within a 12 month period.**

Performance Management Balanced Scorecard Certification Workshop

Through the certification process the candidate will become an expert at the profession of corporate strategy and performance management.



Value Add

*Each attendee will receive a free 1 year membership in the **Association for Strategic Planning** and the related subscription to Booz-Allen's quarterly e-magazine *Strategy + Business*. Each Attendee will also receive 3 continuing education units (CEUs).*

Curriculum

PMBSC certified professional is educated to anticipate the many factors that determine the short term and long term profitability of a company. They are trained to:

- *Establish and formalize a company's strategic management process.*
- *Collect and analyze relevant data for strategic implications.*
- *Examine company strengths and weaknesses.*
- *Establish key strategic objectives and implement them throughout the company.*
- *Define and implement an effective dashboard of key performance indicators and performance management systems.*



Course Content

- I. The Balanced Scorecard Strategic Management System**
 - a. Strategy Defined**
 - b. The Importance of Strategic Management**
 - c. The Balanced Scorecard System**
 - d. Best Practices in Managing Strategy**

- II. The Strategic Planning Process**
 - a. The Strategic Planning Process Defined**
 - b. Best Practices in Strategic Planning**
 - c. Situational Analysis**
 - d. Competitive Analysis**
 - e. Voice of the Customer Analysis**

- III. Formulating Strategy**
 - a. Determining Critical Risk and Success Factors**
 - b. Strategic Analysis and Conclusions**
 - c. The Role of Executive Leadership in Strategic Planning.**
 - d. Defining Strategic Objectives and Initiatives**

- IV. Deploying Strategy**
 - a. Principles of a Strategy Focused Organization**
 - b. The Balanced Scorecard – An Introduction**
 - c. Creating a Balanced Scorecard**
 - d. Operationalising Strategy**
 - e. Developing and Deploying Key Performance Indicators (KPI's)**
 - f. Aligning Strategy (Strategy Mapping Indicators)**
 - g. Developing Strategic Management Action Plans**

- V. Performance Management**
 - a. Deploying Strategic Management Action Plans**
 - b. Reporting Key Indicators and Metrics**
 - c. Deploying and Reporting Dashboards**
 - d. Facilitating Performance Management and Improvement**



For more information contact:

**TPMG Educational Services
The Performance Management Group LLC
Office: 623.643.9837
www.helpingmakeithappen.com**

Enrollment Fees:

***Each candidate will receive a 1 year membership in the
Association for Strategic Planning**

Certified Performance Management BSC Graduates:

~~\$3,595.00~~ \$2,500.00 Introductory Pricing per candidate
(includes 6 months access to the online boot camp and exam)

Masters Certified Performance Management BSC Graduate:

~~\$3995.00~~ \$2,995.00 Introductory Pricing per candidate
(boot camp access, exam, bsc project review and 1-1 coaching)