

# THE PERFORMANCE MANAGEMENT GROUP LLC

A background image showing three business professionals in a meeting. A woman in a grey suit is looking down at a document, while a man in a dark suit sits next to her, looking towards the camera. Another man is visible in the background, also looking at the document.

## THE 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 short – term financial success and long term sustainability. 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 deploying 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 strategy and performance management 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 5 day intensive boot camp certification workshop.**
- **Must successfully complete the certification exam composed of multiple-choice and essay questions that measure a participant's ability to apply the knowledge and techniques used of the Performance Management Balanced Scorecard method.**
- **Candidates will dive deep into the three stages of the method, based on the Performance Management System, 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 and capitalize on 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 planning 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 and performance management system.*



# **Course Content**

- I. *What is Strategic Planning?***
  - a. *Strategy Defined***
  - b. *The Importance of Strategic Planning***
  
- 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. *Defining Strategic Objectives and Initiatives***
  - d. *The Role of Executive Leadership in Strategic Planning and Performance Management***
  
- IV. *Deploying Strategy***
  - a. *Principles of a Strategy Focused Organization***
  - b. *The Balanced Scorecard – An Introduction***
  - c. *Creating a Balanced Scorecard***
  - d. *Aligning Strategy (Strategy Mapping)***
  - e. *Operationalising Strategy***
  
- V. *Performance Management***
  - a. *Developing and Deploying Action Plans***
  - b. *Designing Metrics***
  - c. *Deploying Dashboards***
  - d. *Facilitating Performance Management***



For more information contact:

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**[www.helpingmakeithappen.com](http://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 per candidate**  
**(includes boot camp and exam)**

**Masters Certified Performance Management BSC Graduate:**

**\$3995.00**  
**(includes boot camp, exam, bsc project review and 1-1 coaching)**