
Balanced Scorecard and KPI Management

22 – 26 March 2027
Amsterdam





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Ref: 1103_1006 **Date:** 22 – 26 March 2027 **Location:** Amsterdam **Fees:** 4800 GBP

Balanced Scorecard and KPI Management is a 1-week senior performance-management course delivered by Mars Training Centre UK in London, Dubai, Doha, Kuala Lumpur and Amsterdam, and online — designed for directors and senior managers responsible for turning strategy into measurable performance.

Most organisations have too many KPIs and too little signal. Dashboards multiply, weekly reports thicken, and the executive team still cannot answer the simple question: are we winning. The Balanced Scorecard, when used as Kaplan and Norton intended it rather than as a slide-deck cliché, remains the most disciplined way to translate strategy into a small number of measures the organisation can actually be run by. This programme is built for senior managers and directors who want to fix the gap between their strategy and the numbers they review every Monday morning.

Across five focused days, you will work through the Balanced Scorecard methodology end-to-end — strategy maps, perspectives, objectives, KPIs, targets and cascading — apply it to real cases drawn from British, European, Gulf and Asian organisations, and build a working scorecard for your own area. The programme is delivered by senior practitioners with executive and performance-management experience.

What You Will Learn

- Apply the Balanced Scorecard methodology as a strategic management system, not as a dashboard.
- Design a strategy map that translates strategic intent into measurable objectives.
- Develop KPIs that are leading, lagging, balanced and actually used.
- Set stretching, defensible targets at the executive level.
- Cascade the corporate scorecard to business units, functions and individual roles.
- Distinguish strategic KPIs from operational KPIs and personal KPIs.
- Use the scorecard to drive executive decisions, not just to report them.
- Avoid the standard Balanced Scorecard failure modes documented in the literature.
- Communicate performance clearly to boards, regulators and the workforce.

How You Will Benefit

You will leave with a working strategy map and scorecard for your own area, a structured language for executive performance conversations, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can build and govern a Balanced Scorecard discipline, reduce KPI proliferation, and connect the operating cadence back to the strategy it is meant to deliver.



Who This Programme Is For

This programme is designed for senior leaders responsible for strategy execution and performance, including:

- Directors of strategy, performance and corporate planning
- Heads of business units and country managers
- Chief financial officers and heads of finance
- Heads of programme management offices and transformation
- Senior operations and commercial leaders
- Senior public-sector executives leading institutional performance
- Family-business principals modernising governance and reporting

The seniority floor is senior manager and above. The course is delivered in person over five consecutive days and carries a fee of £4,950.