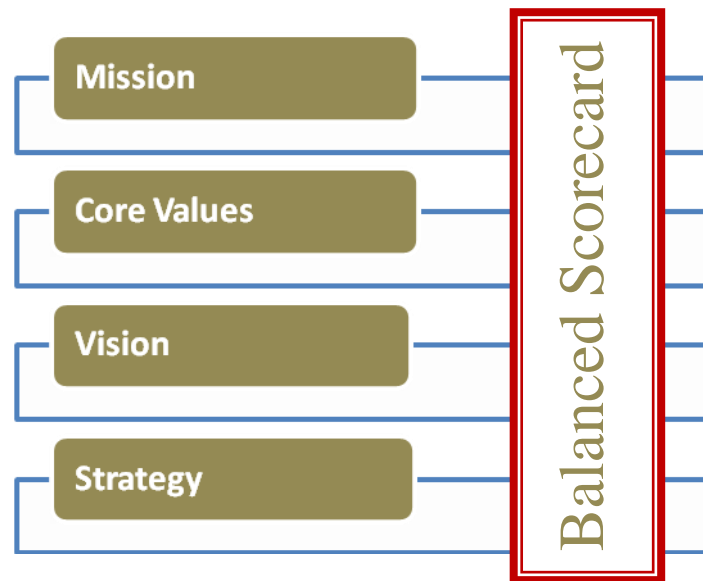


# Introductory Session on Balanced Scorecard

## Common Challenges Facing Companies

- Company's mission and vision have become just the buzzwords due to lack of commitment from the team
- Performance appraisal system is not directly aligned with the company's objectives
- Individual departments do not have objectives against which their performance can be measured
- Company is facing tough times to meet its objectives with limited resources after recent rightsizing



Companies often face problems while achieving performance objectives in today's competitive business environment. These problems get worst when these objectives are to be achieved with limited resources in view of the global recession. The Balanced Scorecard (BSC) is the World's most effective and robust framework for designing and implementing strategic objectives. It assists companies overcome key issues during strategic alignment of various business functions and setting performance objectives in line with corporate mission and vision. Instead of just focusing on the conventional view of measuring success by just looking at the financial figures, the BSC addresses four key perspectives such as:

- **Financial** – How should we appear to our stakeholders?
- **Customer** – How should we appear to our Customers?
- **Learning & Growth** – What learning and growth initiatives shall we take to excel in the market?
- **Internal Processes** – What processes and tools we should implement in order to become a market leader?

### Benefits of the session

- Develop initial understanding of BSC
- Understand the importance of mission, vision, and core values in the organization
- Set stage for taking future BSC initiatives in the company for describing strategy and managing its execution
- Inculcate a thought process for positive cultural change in the existing environment

### About the presenter:

Mr. Sohail Ejaz has hands-on experience of developing strategies using guidelines from BSC in multiple business environments. Over the last 16 years, he has worked with some of the leading national and international companies in the areas of marketing, sales, strategic planning, business process re-engineering, quality assurance, and project management. He has also been involved in academic activities with leading institutions like LUMS, UMT, and COMSATS. He holds a master degree in Business Education with majors in Marketing along with a post graduate diploma in Total Quality Management.

**Duration:** 1 day

**Date:** 31<sup>st</sup>, March 2010

**Venue:** COMSATS Institute of Information Technology – Lahore Campus

**Timing:** 10:00 a.m to 4:00 p.m

**Fee:** Rs. 5,000 per participant (group discounts are available)

This introductory session is being organised and hosted by the Interdisciplinary Research Centre in Biomedical Materials at COMSATS Institute of Information Technology (CIIT), Lahore. CIIT is a renowned public sector degree awarding institute ranked 5<sup>th</sup> in country by the HEC for its research activities. For further details please contact Mr. Muhammad Usman on 03224430203 or [usman@ciitlahore.edu.pk](mailto:usman@ciitlahore.edu.pk)

