



**QNET presents:**

**Strategic Management Through the Balanced Scorecard**

**Tuesday, February 8, 2011 – 7:30 a.m. to 9:30 a.m.**

The Balanced Scorecard is a strategic management methodology designed to keep managers and leaders focused on strategic initiatives and performance outcomes. Once the leadership team has determined the mission, vision and strategic priorities, the Balanced Scorecard is used to focus and track execution. It measures achievement by focusing on four business perspectives aligned with the strategic priorities. At this session, learn the principles of the Balanced Scorecard and how it can be applied.

**Learning Objectives**

- Understand the basic principles and value of the Balanced Scorecard methodology
- See how the methodology is applied using a case example
- Learn how the methodology concepts can be applied to employee performance management and personal goal achievement

This session will appeal to middle/senior level managers and executives who develop annual strategic plans including sales, finance, operations, marketing, IT, HR and corporate planning.

**Facilitator: Cindy Epp, B. Comm (Hons.), CMC, Senior Principal, Harris Consulting**

Cindy successfully completed the Balanced Scorecard Master Class taught by the methodology founders, Dr. David Norton and Dr. Robert Kaplan. Endorsed by the creators of the Balanced Scorecard, it is recognized as the gold standard for strategy practitioner training. Cindy’s experience includes consulting to Manitoba businesses on a range of leadership solutions including strategic planning, organizational effectiveness, governance, and human resource issues. She has assisted private and public sector clients in a variety of industries, and has applied the Balanced Scorecard concepts in client assignments.

**QUEST** is a series of information sessions that bridge the gap between business needs and local consulting expertise. Presentations feature a variety of concepts, tools and practices relevant for today’s workplace.

**Presented in partnership with Industry Workforce Development, Manitoba Entrepreneurship Training and Trade**

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Participants will receive location and final details approximately 3 days prior to the session; please contact QNET if you do not receive this information. Cancellations must be received in writing no later than 6 business days prior to the course. After that time, the full registration fee will apply. Replacement participants are accepted at anytime. Invoices will be sent for non-attendance. G.S.T. Reg # 899755334RT



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