Designing and Implementing a Balanced Scorecard Framework

CHICAGO, ILLINOIS
Date: November 8, 2006
Location: Illinois CPA Society Education Center, 550 W. Jackson, Suite 900, Chicago, IL
CPE Credits: 8 hours
Time: 8:30 AM - 5:00 PM
Course Code: C35821

INDIANAPOLIS, INDIANA
Date: November 10, 2006
Location: INCPAS Professional Development & Conference Center, 8250 Woodfield Crossing Blvd., Indianapolis, IN
CPE Credits: 8 hours
Time: 8:30 AM - 5:00 PM

FEE: $495 for all CCFL State Society Members/$565 for Non-members.
TOTAL AMOUNT ENCLOSED: $_______

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CHICAGO, ILLINOIS
To register in ILLINOIS: MAIL this form to the Illinois CPA Society, 550 W. Jackson, Suite 900, Chicago, IL 60661, or FAX to 312-993-9432, or PHONE 312-993-0393, or ONLINE at www.CCFLinfo.org

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All course information is subject to change; please verify upon registration.
INTRODUCTION
Designing and Implementing a Balanced Scorecard Framework

With so many performance metrics available, how are you measuring the success of your company?

To do:
1. Develop a Strategy
2. Execute the Strategy
3. Measure its Success

No two companies are alike. Using the right measures for your company is vital to managing and accurately assessing your performance and building your success.

This hands-on, interactive class will help you to design and implement a Balanced Scorecard Framework for your organization based on its specific strategy, critical success factors and customer-value propositions. This is knowledge you can take back and utilize in your company right away.

Who Should Attend:

Financial professionals in corporate settings who want to master the competencies of performance measurements and help build their company’s success.

PROGRAM HIGHLIGHTS

Developing an Executable Strategy

- Develop an executable strategy as a first step in Balanced Scorecard design
- Energize and refine your strategy
- Use Return Driven Strategy™ to launch a Balanced Scorecard initiative
- Use Return Driven Strategy™ to refine an existing Balanced Scorecard

The Balanced Scorecard and Strategy Maps

- Understand the Balanced Scorecard terminology and concepts
- Learn the four perspectives of the Balanced Scorecard
- Identify cause and effect linkages

Strategy Mapping

- Develop a strategy map
- Identify strategic themes and strategic objectives
- Link strategic objectives using strategy maps

Identifying and Assessing Performance Measures

- Assign performance measures to strategic objectives
- Assess performance measures
- Link performance measures
- Set target performance levels

Balanced Scorecard Implementation

- Review best practices in Balanced Scorecards and strategy maps
- Learn how to continuously improve and refine a Balanced Scorecard Framework
- Understand how to manage a Balanced Scorecard initiative

Customer Metrics in a Balanced Scorecard

- Identify customer metrics that drive profitable growth in your business
- Improve Scorecards through better customer metrics

ABOUT THE PRESENTER

Mark L. Frigo, Ph.D., CPA, CMA

Mark L. Frigo, PhD, CPA, CMA is the Director of The Center for Strategy, Execution and Valuation in the Kellstadt Graduate School of Business and Eichenbaum Foundation Distinguished Professor of Strategy and Leadership in the School of Accountancy at DePaul University. Dr. Frigo has extensive experience as a management consultant with KPMG and in the corporate sector where he was responsible for strategic planning. He has helped many organizations to design and execute strategy for maximum value creation. Dr. Frigo is a leading expert in strategy design and execution, including Balanced Scorecard initiatives and has helped participants from CCFL seminars to lead successful strategic planning and Balanced Scorecard initiatives. A dynamic speaker, Dr. Frigo was presented the Economos Award for Outstanding Teaching in the Kellstadt Graduate School of Business at DePaul and was the recipient of the Illinois CPA Society Outstanding Educator Award. The author of five books and over 60 articles, his work is published in leading business journals including Harvard Business Review. He is a consultant to executive teams and boards of directors. Dr. Frigo is co-creator of the Return Driven Strategy™ Framework with Joel Litman.

Here is what your colleagues had to say:

“I am at the stage where it is important for me to think strategically. CCFL has been instrumental in helping me implement effective performance measures within my organization.”

“CCFL is a high caliber knowledge source for corporate executives.”

“I am inundated with educational materials. What brought me to this program were the benefits of building competency and taking the information back and applying it.”

“When you are moving fast at a small company trying to get things done it is difficult to attend classes, but this one intrigued me because its focus was strategy.”

Some of the hundreds of companies that have attended a CCFL Executive Education program:

- Blue Cross & Blue Shield
- Carhartt, Inc.
- Cinergy
- Clifton Gunderson LLP
- Conoco Services, LLC
- Crown Cork & Co. LLP
- Discover Financial Services
- Downers Grove National Bank
- Emel & Young LLP
- Follett Corporation
- Great Lakes Chemical Corp.
- Harris Bank
- John Deere & Company
- McDonald Corp.
- Midland Manufacturing Corp.
- Siemens Building Technologies, Inc.
- Usher Oil Company
- Wabash National Corp.
- Whirlpool Corporation
- World’s Finest Chocolate