

THE PERFORMANCE MANAGEMENT GROUP LLC

A photograph of three business professionals in a meeting. A man in a dark suit is in the foreground, looking towards the camera. Behind him, a woman in a light blue blazer is looking down at a document. In the background, another man in a dark suit is looking towards the woman. They are in a modern office setting with large windows in the background.

ONLINE TRAINING:

THE PERFORMANCE MANAGEMENT BALANCED SCORECARD ONLINE CERTIFICATION PROGRAM

A Step-by-Step Guide to:

- ▶ Strategic Planning**
- ▶ Strategy Deployment**
- ▶ Performance Management**

ABOUT THE ONLINE 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 financial success in the short-term and over the long haul. The established values and strategies help guide operational activities and managerial decisions.

Through it's 40+ hour online Balanced Scorecard Certification program, 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 managing 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 online instruction, real world case studies, and practical exercises, TPMG promotes powerful strategic management and performance improvement skill building. The program extends from case studies to real world application 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 Director
TPMG Consulting*

APPLICATION

The Online Certification Program



Performance Management BSC Certification Requirements

Certified Graduates:

- Must complete the 40+ hour 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.



6 Months of an Extensive Array of Resources to Help You Succeed!

As part of your tuition each candidate will receive:

- *A hard copy 211+ page manual and resource guide.*
- *BSC Coaching for Learning and Project Support.*
- *40+ hours of Multimedia Instruction.*
- *A library of templates.*

Online Curriculum

PMBSC certified professional is educated to anticipate 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.*



Online Course Content

- I. What is Strategy?**
 - a. Strategy Defined**
 - b. The Importance of Strategic Planning**
 - c. The Importance of Strategy Management**

- 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. Quantitative Tools of Strategic Analysis**
 - a. Financial Statement Analysis**
 - b. Correlation Analysis**
 - c. Trend Analysis**

- IV. Formulating Strategy**
 - a. Determining Critical Risk and Success Factors**
 - b. Strategic Analysis and Conclusions**
 - c. The Role of Executive Leadership in Strategic Planning.**
 - d. Defining Strategic Objectives and Initiatives**

- V. Deploying Strategy**
 - a. Principles of a Strategy Focused Organization**
 - b. The Balanced Scorecard – An Introduction**
 - c. Creating a Balanced Scorecard**
 - d. Aligning Strategy**
 - e. Operationalizing Strategy (Strategy Mapping)**

- VI. Performance Management**
 - a. Deploying Strategic Initiatives and Action Plans**
 - b. Designing Metrics and Key Performance Indicators**
 - c. Facilitating Performance Management**
 - d. Deploying Automated Balanced Scorecard Dashboards**



For more information contact:

**TPMG Educational Services
The Performance Management Group LLC
Phoenix, Arizona
Office: 623.643.9837
www.helpingmakeithappen.com**

Enrollment Fees:

***Each candidate will receive a free 1 year membership in the
Association for Strategic Planning**

Certified Performance Management BSC Graduates:

**\$3,500.00 per candidate
(Includes boot camp and exam)**

Masters Certified Performance Management BSC Graduate:

**\$5,000.00
(Includes boot camp, exam, BSC project review and 1-1 coaching)**

Enroll Today! – [Click Here](#)