



Balanced Scorecard (BSC)

Virtual seminar invitation

Seminar Objectives

At the end of the session participants will be able to:

- Articulate the need of BSC in driving organizational strategy
- Clarify why the four perspectives are important in Strategy Deployment
- Describe the BSC in terms of the four perspectives – *Financial, Customer, Internal, Learning & Growth*
- Explain the role of key themes in implementing BSC
- Summarize the steps needed to implement BSC in their organization



Option 1



22 November 2023

Language: **English**

[Click here to register](#)

Option 2



5 December 2023

Language: **English**

[Click here to register](#)



09:00-13:15 EET (Cyprus Time)
(4 CPDs)



Virtual Seminar
(via Zoom)



€100 + VAT
(Deloitte Alumni are entitled to a 30% discount)

More information: [Deloitte Academy website](#) or cycademy@deloitte.com

Facilitator

Satyajit Datta Roy

Founder and CEO, ThinkR™



Satyajit with over 25+ years of experience across industries and domains, brings to the table deep insights on strategy formulation and deployment methodologies, strongly coupled with Organizational Design and Leadership & Talent Development.

In his recent experience as the VP - Global Organization Development & Strategy at Sagility, he was responsible for driving Strategy and Leadership Development across 30,000+ employees.

Prior to this, he has been with the iconic Tata group for over 18 years and has discharged several senior responsibilities including - Leading BU P&L , Heading a Global Industry Vertical, Leading Strategy Deployment using the BSC methodology and driving Business Excellence. Having assessed nine Tata Group companies and reported to their boards on Leadership and Strategy categories, he has wide experience in analyzing organizations across industries.

He has also advised one of India's largest print media houses on how to analyze the business, identify key themes & measures across the four perspectives and deploy the Balanced Scorecard.

Satyajit holds a degree in Mechanical Engineering and is a gold medalist in MBA with specialization in Finance and Operations. He is Six Sigma - Black Belt certified and a practitioner of the Design Thinking methodology in improving processes and services.

Who should attend?

The seminar is addressed to mid and senior level managers in an organization who are responsible for, or are aspiring to be involved with, effective organizational strategy deployment.

Agenda

From	To	Topic Description
09:00	10:00	Introductions & Setting Strategic Context
10:00	11:00	Why the Four Perspectives; Financial Perspective
11:00	11:15	Break
11:15	12:15	Customer, Internal & Learning & Growth Perspective
12:15	13:00	Key Themes and Way Forward
13:00	13:15	Q&A and Closing