


# **Performance Management Series:**

## **Driving Performance – Introduction to Balanced Scorecard & KPIs – Full day workshop**



**Planning & Budgeting: How to drive performance using Balance Scorecard and Key Performance Indicators**

### **Objective**

*Teaching participants how to translate Mission and Vision Statements into a comprehensive set of objectives and performance measures that can be quantified and appraised.*

### **Benefits of attending**

Balanced scorecard helps the company to link strategic objectives to long-term targets and annual budgets using four perspectives- financial; customer; business process; and learning and growth perspectives.

In order to drive the right behaviour, organisations need to know the way to create and communicate a total comprehensive picture to all members of the organisation from the top down, taking a long-term view of what the company's strategic objectives really are, and maintaining a flexible system to cope with the fast-changing business environment.

In this workshop, we explore how to practice effective cascading and monitoring of desired performance using balance scorecard, and setting the appropriate key performance indicators that are relevant.

This full-day course aims to equip participants with a comprehensive understanding of balance scorecard and the setting of KPI. Learning is achieved via theory, examples and case study.

### **Who should attend?**

CEOs, CFOs, COOs, Finance, Business Controllers, Compensation & Benefit, Operations

### **Tax deduction**

Companies can claim 400% tax deductions or 60% cash payout of total registration fees under the Productivity and Innovation Credit (PIC) Scheme. Terms and Conditions apply.

For more information, please visit the IRAS website at [www.iras.gov.sg](http://www.iras.gov.sg)

# Workshop agenda

## Morning session

- Revisit Planning and Budgeting
- Introduction to Balanced Scorecard: The Setup and Components
- Understand the relationship of Balanced Scorecard to the company's strategic plan and budget
- Introduction to key performance indicator (KPI)
- Principles in setting KPI

## Afternoon session

- Understand how to translate balanced scorecard to key performance indicators
- How to cascade company's balanced scorecard and KPI to company's divisions and departments
- How to cascade the KPI to the responsible person
- Sharing of challenges and pitfalls
- Designing performance incentives
- Sharing of a case in practice

## Workshop objectives

Balanced Scorecard (BSC) and KPI have been interchangeably used, however they are different yet complementing each other in the performance management framework.

By attending this workshop, participants will:

- Learn the theory of BSC and KPI
- Understand the common challenges and pitfalls encountered
- Learn how to systematically apply BSC and KPI to drive performance
- Understand how to use BSC and KPI to align strategic milestones

## Contact us

**PwC's Academy**

Email: [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com)

## Registration fee

PwC Clients & Alumni: S\$650 (Includes 7% GST)

Public: S\$750 (Includes 7% GST)

## How to register

Register your interest by contacting us via email at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com), visit our website at [www.pwc.com.sg/academy](http://www.pwc.com.sg/academy) or call Ms Siti or Maimunah at (65) 6236 3957/3.

A complete calendar of training courses can also be found on our website

[www.pwc.com.sg/academy](http://www.pwc.com.sg/academy)

## About the workshop leader

**William Choong**

Director

[william.ct.choong@sg.pwc.com](mailto:william.ct.choong@sg.pwc.com)



William is a Director with PwC Singapore. He is the industry driver for the industries in Government, Resources and REC (Real Estate, Engineering & Construction). He also leads the Finance and Performance Management functional practice.

He has more than 23 years of industry and consulting experience. Prior to joining PwC, William headed the finance organisation of two multi-billions international corporations with investment, funding, operation and profit and loss responsibilities. He was also group head of corporate finance and performance in a European multi-national corporation with annual turnover close to a billion. and group head of internal audit for 2 Singapore main-board listed groups.

# Registration Form

## **Driving Performance – Introduction to Balanced Scorecard & KPIs - Full day workshop**

Fees: PwC clients/alumni - S\$650 • Public - S\$750  
Closing date for registration: 1 week before course date

Please register the following person/s for the workshop on:

☐ 26 March 2015

1. Name: Mr/Ms/Mdm ..... Designation: .....  
 Email: ..... Contact No: .....
2. Name: Mr/Ms/Mdm ..... Designation: .....  
 Email: ..... Contact No: .....

### **Contact Person**

Name: Mr/Ms/Mdm ..... Designation: .....

Company: ..... Address: .....

Email: ..... Contact No.: ..... Fax: .....

Enclosed is cheque for S\$..... (Cheque no. ....) made payable to “PricewaterhouseCoopers LLP”

### **Registration and Payment**

Registrations can be done by telefax at (65) 6236 3300 but will only be confirmed upon receipt of payment and registration form. Please mail the registration form and payment to **PricewaterhouseCoopers LLP at 8 Cross Street #17-00 PWC Building Singapore 048424 (Attn: M&C Dept).**

For enquiries, please call Ms Siti or Maimunah at (65) 6236 3957/3 or email us at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com)

### **In-Company Training**

This workshop can be presented on-site at your organisation as an in-house programme.

Please call Tony Moore at (65) 6236 3155 for more information or email at [anthony.moore@sg.pwc.com](mailto:anthony.moore@sg.pwc.com).

#### **Note:**

- Fees includes 7% GST, refreshment, lunch at a hotel/nearby restaurant and seminar kit.
- The venue will be at a dedicated PwC Training Room in the PwC Building (located above Telok Ayer MRT Station) or at a venue conveniently located above/close to an MRT.
- Cancellation Policy: If you are unable to attend, a replacement is welcome. For cancellation received in writing at least seven (7) days before the seminar, a full refund will be made. No refund (or full rate will be charged) if a cancellation occurs less than 7 days before the seminar date. Notice of cancellation must be made in writing to us.
- Certificate of Attendance will be awarded on successful completion of the workshop.
- The organiser reserves the right to change the venue, date and programme due to circumstances outside our control.

### **Tax deduction**

Companies can claim 400% tax deductions or 60% cash payout of total registration fees under the Productivity and Innovation Credit (PIC) Scheme. Terms and Conditions apply.

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