



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

IBA CEE

Center for Executive Education
Institute of Business Administration

DRIVE STRATEGY WITH **BALANCED SCORECARD**



DATE & TIME:

16 March, 2023
9 a.m to 5 p.m

VENUE:

IBA City Campus

WORKSHOP FEE:

PKR 35,000 +5% SST

SDP

Skills
Development
Program



PROGRAM OVERVIEW:

The balanced scorecard simulation begins with the participants in the role of a new CEO of a struggling manufacturing concern. Participants will select among 4 firm strategies and then design a strategy map and balanced scorecard to assist in their firm’s strategy implementation and performance evaluation. Participants will then spend the next 8 game periods (four game years) implementing their chosen strategy by choosing initiatives to fund within the limits of budget constraints. Successful teams will choose initiatives that are both consistent with their chosen strategy and effective. Participants will receive feedback on their company’s performance in the form of firm financial statements and scorecard metrics that include both financial and non-financials measures.

Successful teams will use this feedback to evaluate the effectiveness of their initiative choices and adjust their chosen initiatives to optimize the implementation of their strategy. At the completion of the eight game turns, an investment firm buys the equity of each company at a price based on the company’s ending financial position and the investment firm’s assessment of the company’s future prospects as driven by the initiatives chosen in the ending period.

The “winning” company will be the company with the highest buy-out transaction value. Participants are guided on how to play the simulation, how to prepare in advance, and give a comprehensive debrief towards the end so players understand meaning behind decisions taken, and how they could have improved their quality of judgment, decision making, and communication to achieve goals.

WHO SHOULD ATTEND:

- Mid to senior-level professionals across all departments who play a leadership role in driving business strategy.



LEARNING OUTCOMES

- Understand the role of a strategy map to help deliver an effective balanced scorecard
- Understand the balanced scorecard approach and its application in real world situations. A strategy is more likely to be effective if the initiatives implemented are synergized with the strategy.
- Understand how to take mid course corrective action and detect early warning signals. Strategy implementation is more effective if you are able to take mid-course corrective action.
- Interpret lagging indicators in business performance accurately beyond financial performance.
- Learn the difference between short-termism and long-termism in business strategy. Metrics that are leading indicators can give management the confidence to be patient with a strategy that isn't yet driving strong financial performance.

TRAINERS PROFILE:

Ayesha Tariq Sethi

Founder of Sethi Learning & Company



Ayesha Tariq Sethi is the Founder of Sethi Learning & Company, a learning facilitator, HR consultant, and Head of Human Resources at a multinational healthcare company. She leads with a decade of professional experience and has trained more than 800+ employees across listed companies from banking, insurance, FMCG, & power sectors across Pakistan in leadership development through a hybrid blend of classroom and digital experiences. She combines strong communication skills and stakeholder partnership experience and has diversified cross-functional learning and professional exposure in areas of Project Management, Internal Audit, Corporate Strategy, Operations, and Leadership Development both in Pakistan & Istanbul in notable organizations such as Engro Pakistan, Jaffer Group, Li & Fung Istanbul, IoBM & SZABIST. She has actively pioneered thought leadership in the learning industry in Pakistan through initiatives such as Talent & Technology Reimagined Conference, and speaking and learning engagements at the National Incubation Centre (NIC), Future Fest 2022, Project Management Conference, Diversity & Inclusion Conference, KASBIT, CFO Club, Dow University, University of Waterloo, TRG Learn Fest, Octara, etc.

Ayesha is a MBA in Strategy from Koc University, Istanbul, and University of British Columbia, Vancouver, and Senior Certified Professional of SHRM.

APPLY HERE:

<https://cee.iba.edu.pk/registration.php>

DISCOUNTS:

10% Discount for 2 or more than 2 participants from the same organization
15% Discount for 5 or more than 5 participants from the same organization

For discount details & sponsorships, please contact CEE Open Enrollment Program Office.

CONTACT US:



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PROGRAM & POLICIES:

Registrations are only confirmed when full payment has been received from a participant.

For a detailed cancellation policy, please visit: <https://cee.iba.edu.pk/cancellation-policy.php>

The Institute may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, the institute will refund registration fee, but will not be responsible for any other related expenses including cancellation/change charges by airline and travel agencies. The Institute reserves the right to make changes in its program dates, faculty, policies, and fees at any time. Payment can be made via cheque / bank draft payable to the "Institute of Business Administration, Karachi" at the following address: