

Balanced IT Scorecard Primer On-Line

Web-Based Seminar on the Balanced IT Scorecard

ESI Training Services:
Awareness Tutorials

The Balanced IT Scorecard (BITS) developed at the European Software Institute is an effective communication mechanism for formulating, transmitting and agreeing on the strategy of an organisation, facilitating the alignment of improvement initiatives with the overall strategic business plan and the elaboration of a comprehensive and balanced strategic measurement system.

BITS can help you to:

- Elevate the strategic importance of SPI
- Improve your organisation's ability to serve all customer segments
- Proactively manage the software development agenda
- Enhance relationships with your key stakeholders

Primer on-line is a three-hour executive Web-Based seminar. It covers all the content of the original classroom-based seminar by means of professional recorded audio, text, graphics, additional materials and on-line learning support. Primer on-line introduces participants to:

- the principles of software process improvement
- the Balanced IT Scorecard and how it is used to:
 - facilitate the definition, consensus and communication of the organisations business goals and strategy
 - translate the strategy into a coherent set of improvement objectives for the organisations key operational areas
 - establish cause-and-effect relationships between the organisation's drivers of success
 - align software process improvement initiatives with top-level business objectives

Who should participate:

- Senior Managers of Software Intensive Organisations¹
- Internal Consulting or Project Teams responsible for programme management of Software Process Improvement

Information & Registration

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¹ Organisations whose principal business activity is software development, or business units of a larger organisation that develop software to support the achievement of the organisation's strategic objectives.

St@rt

St@rt is oriented to those organisations that want to take a first approach towards the benefits of the Balanced IT Scorecard. We will work closely with your strategy team to:

- Identify to what degree you, as the manager of a Software Intensive Organisation, and your strategy team members are working towards a shared set of business goals
- Determine how well your workforce understands your strategy and their role in it
- Analyse the effectiveness of current Software Process Improvement initiatives with respect to how well they are aligned with, and support, the achievement of top-level business goals

driver

Driver is the next step in developing a Balanced IT Scorecard for Software Intensive Organisations that have already St@rted down the road of strategic performance management. We will work closely with your strategy team to:

- Identify the value proposition of the organisation's customer segments and market strategy
- Facilitate the definition, consensus and communication of the organisations business goals and strategy
- Establish cause-and-effect relationships between the organisation's drivers of success

monitor

Monitor is the final step in building the Balanced IT Scorecard and is oriented to those organisations who have a clearly mapped out strategy. Working closely with your strategy team, we will:

- Define the indicators that will be used to quantitatively manage both the business and improvement strategy
- Set performance targets for those indicators
- Define the strategic programmes that should be addressed in the organisation to reach performance targets set
- Assist in defining a plan for communicating the strategy and implementation plan to the rest of the organisation

“For organisations that want to gain a competitive advantage by implementing a strategic performance management system but need some help getting started, ESI offers three implementation services based on the principles of the Balanced IT Scorecard – BITS St@rt, BITS Driver and BITS Monitor”.