

Start the new year with a new exceptional Controlling seminar!

Kontroling Kognosko is organizing a new training – Balanced Scorecard – Premium Tool for Controlling, 23-24 February 2016



BSC is management, not measurement

The training “**BALANCED SCORECARD – Premium Tool for Controlling**” aims to raise our awareness about the best known tool of strategic planning in the world.

This is unique opportunity and event, which will greatly change your understanding of the strategic thinking.

The **Balanced Scorecard** is a strategic planning and management system that is used extensively in

- business and industry,
- public sector and government, and
- organizations worldwide

to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals.

Who should attend:

- controllers and their heads of departments
- top management
- sales managers
- analysts, planners, accountants
- managers of BU, key account managers
- IT experts, that are introducing solutions to support controlling (BI, DW, Planning...)
- all that are facing planning and monitoring of individual business processes who want to explore this amazing controlling tool.



Seminar content

1st day:

- Introduction: what means “having a strategy”
- Strategy – the bases of securing the company’s future
- Starting and developing the BSC

2nd day:

- Approach for concrete work
- TAI– strategic actions
- Organising the work
- Conclusions

There will be many practical exercises to be worked out in group work:



1. example company
2. business-idea
3. business model
4. CPO
5. Concretion
6. Goals for the next future
7. Strategic Topics
8. Perspectives of the stakeholders
9. Target-Action-Indicator (TAI)
10. Strategic Projects

Mr. Herwig Friedag is one of the most prominent German consultants for controlling

and a lecturer at a number of German universities ([see more...](#)) He is one of the leading people of ICV, but above all one of the best known German consultants for the implementation of the Balanced Scorecard in companies, as well as the author of several books on BSC and controlling.



Date and time:

23-24 February 2016 from 09:00 to 16:30. The venue will be announced soon.

Language:

Seminar tuition is **in English language**, as well as all manuals and presentation. Therefore, in order to benefit from participation at least a passive knowledge of English is required.

Please register here...

Registration fee for this seminar:

- the standard fee is **2,800.00 HRK + 700.00 VAT = 3,500.00 HRK**
- the ICV member of the working group Croatia fee is **2,500.00 HRK + 625.00 VAT = 3,125.00 HRK**

10% of discount is offered when at least three participants from one company register for a seminar. Discounts can not be combined.

The seminar price is per person and includes all training materials, lunches and refreshments, and certification diploma in English. Full payment of the invoice must be made before the start of the seminar as a precondition of participation.

For all further information you can send a message at: info@kognosko.hr

Za sve dodatne informacije kontaktirajte nas preko naše stranice:

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