DRIVING CORPORATE PERFORMANCE:  
Aligning Scorecards and Structure for Strategy Execution  
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Program Objectives  
As the global economy rapidly evolves, forward-thinking companies are realigning their structures and systems with their corporate mission and strategic goals. Driving Corporate Performance explores the vital links that connect strategy, scorecards, systems, structures, and organizational design. You will emerge with a Balanced Scorecard (BSC) strategy map and a Job Design Optimization Tool (JDOT) to help you implement powerful performance management and measurement control systems. The program delivers strategic insights into:  
- Translating your company’s mission and business strategy into performance targets and measures  
- Aligning front-line employees with your company’s strategic objectives  
- Designing and leading a competitive and scalable organization  
- Enhancing competitiveness by better allocating resources to customers  
- Generating creative tension promoting innovation and the sharing of best practices  
- Building a strong and enduring culture of helping others succeed  
- Creating accountability systems to motivate entrepreneurship  

Curriculum  
Through recent global case studies, small group exercises, and special elective sessions, the in-depth curriculum examines the best practices used by market-leading companies to develop, implement, and execute strategies that drive corporate performance and expand market share.  
Key topics include:  
- Creating a BSC strategy map for your business or organizational unit  
- Selecting initiatives for your BSC that drive strategy and performance  
- Empowering and motivating employees for front-line strategy execution  
- Exploring how big-data analytics enhance decision-making across the enterprise  
- Identifying, assessing, and managing strategy and external risks  
- Motivating innovation while balancing rapid entrepreneurial growth with controls  
- Using the new JDOT to measure accountability and resource allocation  

Participant Mix  
This corporate performance management program is designed for senior general managers, chief financial officers, strategic planning officers, controllers, and others who are responsible for designing and implementing systems to measure, monitor, and improve enterprise performance. Chief operating officers and business unit heads also are encouraged to attend as part of a senior management team.  

Anticipated Faculty  
Dennis W. Campbell, Susanna Gallani, Robert S. Kaplan (faculty cochair), Tatiana Sandino, and Robert Simons (faculty cochair)
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WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions
Application Process – Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly, and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements – Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

Program Fee – The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
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