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COURSE BROCHURE

Advanced Strategy Map and Performance Results Communication Training Course

9 – 20 May 2027
Doha

Advanced Strategy Map and Performance Results Communication Training Course

Ref: 591_21849 **Date:** 9 – 20 May 2027 **Location:** Doha **Fees:** 9900 GBP

Strategy Map and Performance Results Communication is an advanced 2-week training course for strategy office staff, corporate communication leads, HR leads and senior managers who must explain strategy maps, scorecard objectives and KPI results to the whole organisation, producing a Strategy Performance Communication Pack. Scorecards often fail because few people can read them. Jupiter Prime Training runs this course for leaders who want performance results understood and acted on.

Why Strategy Map and Performance Results Communication Matters Now

Three forces raise the stakes for explaining strategy and results today: boards and funders who expect clear accounts of performance against objectives, dashboards that reach more people than ever, and staff who want to see how their work moves the numbers. Organisations that explain their strategy map and scorecard results well build strategy literacy and faster corrective action; those that publish unexplained dashboards see confusion, gaming of indicators and disengaged units. The course builds on the Balanced Scorecard BSC and strategy map of Kaplan and Norton, the Nine Steps to Success approach of the Balanced Scorecard Institute and ISO 9004:2018 self-assessment guidance.

Who Gains Most from Strategy Map and Performance Results Communication

- Strategy office members who own the strategy map, scorecard and quarterly results reporting
- Corporate communication leads who turn performance information into accounts staff can follow
- HR leads who connect scorecard objectives to individual line of sight and recognition
- Senior managers who present unit results and lead strategy review meetings
- Performance analysts who design dashboards and write variance commentary

A strategy office that attends with its communication partner and one or two unit heads gains most, because producers and explainers of the scorecard can agree one disclosure rhythm.

Strategy Map and Performance Results Communication Capabilities

Participants learn to treat the scorecard as something to be explained, not merely published.

- Assess how well staff and leaders understand the current strategy map — strategy offices setting disclosure priorities
- Build plain-language strategy map versions and objective explainer cards — units restating objectives in their own terms
- Design scorecard dashboards with clear thresholds and variance notes — executives reading results at a glance
- Communicate off-target results with honest causes and responses — leadership teams protecting credibility
- Apply strategy review meeting formats that lead from numbers to action — executive committees taking corrective decisions
- Calculate strategy awareness and line of sight indicators — sponsors judging whether explanation works

Key Strategy Map and Performance Results Communication Terms

- Strategy map — a one-page diagram of strategic objectives linked by cause and effect across the four Balanced Scorecard perspectives.
- Strategy literacy — the ability of staff and leaders to explain the organisation's objectives, measures and their own contribution.
- Objective explainer card — a short summary of one objective's purpose, owner, measures, targets and current status.
- Variance note — a brief written explanation of why a measure is above or below target and what follows.
- Strategy review meeting — a regular leadership session that discusses scorecard results and agrees corrective actions.
- Line of sight — an individual's ability to see how their own work contributes to strategic objectives.

Strategy Map and Performance Results Communication Day by Day

Day 1: Why Strategy Literacy Breaks Down

- Strategy Literacy Diagnostic — Testing Whether Staff Can Explain Objectives
- Kaplan and Norton Strategy Map Logic — Reading Cause-and-Effect Across Perspectives
- Audience Map for Performance Information — Board, Executives, Units and Frontline
- ISO 9004 Self-Assessment Findings — Using Maturity Results as Explanatory Evidence
- Performance Communication Charter — Defining What the Strategy Office Discloses

Day 2: Translating the Strategy Map

- One-Page Strategy Map Redesign — Removing Jargon From Objective Statements
- Strategic Theme Narratives — Turning Each Theme Into a Plain-Language Account
- Objective Explainer Cards — Purpose, Owner, Measure and Target on One Card
- Cause-and-Effect Walkthroughs — Showing How Learning Objectives Drive Financial Results
- Local Translation Templates — Helping Units Restate Objectives in Their Terms

Day 3: Explaining Measures and Targets

- KPI Definition Sheets — Formula, Source, Frequency and Polarity in Plain Words
- Target Rationale Statements — Explaining Why a Target Was Set
- Leading and Lagging Indicator Pairs — Showing Early Signals of Outcomes
- Threshold and Colour Rules — Agreeing What Red, Amber and Green Mean
- Measure Retirement Notices — Explaining Why Indicators Are Dropped or Replaced

Day 4: Visualising Performance Results

- Scorecard Dashboard Layout — Arranging Perspectives, Objectives and Measures Readably
- Chart Selection for KPI Trends — Run Charts, Bullet Graphs and Variance Bars
- Variance Annotation — Writing Short Explanations Beside Off-Target Results
- Small Multiples for Unit Comparison — Comparing Units Without Ranking Tables
- Accessible Data Design — Colour-Safe Palettes and Readable Number Formats

Day 5: Performance Storytelling

- Results Story Structure — Situation, Cause, Response and Next Signal
- Explaining Underperformance Honestly — Separating Causes From Excuses
- Celebrating Strategic Wins — Linking Achievements to Specific Objectives
- Initiative Progress Narratives — Connecting Projects to Measure Movement
- Executive Commentary Writing — Drafting Quarterly Notes for Leadership Sign-Off

Day 6: Strategy Review Meetings

- Strategy Review Agenda Design — Discussing Objectives Rather Than Reading Reports
- Pre-Read Packs — Preparing Leaders With Focused Performance Briefs
- Facilitation of Results Debates — Moving From Numbers to Decisions
- Action Logs From Reviews — Recording Corrective Actions and Owners
- Review Cascade to Units — Carrying Decisions From Leadership to Unit Reviews

Day 7: Scorecard Cascades and Unit Briefings

- Cascaded Scorecard Explanation — Showing How Unit Measures Feed Corporate Objectives
- Unit Performance Huddles — Short Sessions on Local Scorecard Results
- Nine Steps to Success Communication Step — Embedding Disclosure in Scorecard Rollout
- Individual Line of Sight Statements — Linking Roles to Unit Objectives
- Briefing Kits for Unit Heads — Slides, Talking Notes and Question Banks

Day 8: Engaging Staff With Results

- Performance Walls and Visual Boards — Displaying Results in Workplaces
- Results Question Forums — Open Sessions on Quarterly Scorecard Outcomes
- Feedback Capture on Measures — Gathering Staff Views on Indicator Relevance
- Recognition Tied to Objectives — Acknowledging Teams That Move Key Measures
- Remote and Shift Staff Reach — Delivering Results Updates Beyond Offices

Day 9: Measuring Strategy Understanding

- Strategy Awareness Survey Design — Testing Recall of Objectives and Measures
- Line of Sight Index — Tracking Staff Ability to Link Work to Strategy
- Dashboard Usage Analytics — Reading Views, Downloads and Return Visits
- Review Meeting Quality Checks — Judging Whether Discussion Leads to Action
- Disclosure Calendar Evaluation — Adjusting Frequency and Formats From Evidence

Day 10: Practising the Strategy Performance Communication Pack

- Strategy Map Translation Peer Review — Testing Plain-Language Versions With Participants
- Dashboard and Variance Note Critique — Checking Clarity Against Earlier Design Rules
- Results Story Rehearsal — Presenting an Off-Target Objective to a Mock Executive Team
- Review Meeting Simulation — Running a Strategy Review From Pre-Read to Action Log
- Strategy Performance Communication Pack Completion — Finalising Map, Dashboard, Stories, Calendar and Measures

Applying Strategy Map and Performance Results Communication After the Course

- Run a strategy literacy diagnostic in two units and present the gaps with a redesigned one-page strategy map to the strategy sponsor.
- Add variance notes and objective explainer cards to the next quarterly scorecard and test them in the strategy review meeting.

Strategy Map and Performance Results Communication Questions FAQ

What is strategy map and performance results communication and why does it matter now?

Strategy map and performance results communication is the work of explaining strategic objectives, measures and KPI results so people understand and act on them. It matters now because dashboards reach more people than ever, yet few can interpret them.

Which roles gain most from strategy map and performance results communication training?

Strategy office members, corporate communication leads, HR leads, senior managers and performance analysts gain most. You benefit most if you publish the scorecard, present unit results or chair reviews where performance must turn into decisions.

How does strategy map and performance results communication differ from a general internal communications course?

Strategy map and performance results communication focuses on one subject: the scorecard, its objectives and its results. A general internal communications course covers every kind of organisational news.

What do you bring back from strategy map and performance results communication training?

You bring back a pack with a plain-language strategy map, objective explainer cards, a dashboard layout, variance note templates, a review meeting format and strategy awareness measures.

Strategy Map and Performance Results Communication: The Way Forward

The Strategy Performance Communication Pack first informs how the next quarterly scorecard is presented to leadership and units. Strategy office staff, communication leads and senior managers use it to explain objectives, results and corrective actions. After the first quarter, revisit the strategy awareness results and review meeting action logs, because they show whether explanation is turning numbers into decisions.