

Palladium Group Sells Out Kaplan & Norton Balanced Scorecard Certification Boot Camp

Demonstrates Importance of Strategy Execution in a Down Economy

BOSTON, MA, December 8, 2008 — [Palladium Group, Inc.](#), the global market leader in helping organizations execute their strategies by making better decisions, announced it has sold out its second public Kaplan & Norton [Balanced Scorecard Certification Boot Camp Training](#). Taking place this week at the company's headquarters, the training program is designed to measurably impact the strategy execution expertise and capabilities of Balanced Scorecard (BSC) practitioners.

Over the course of four days, senior managers from around the globe will learn the most critical elements of the entire Balanced Scorecard "How-To" curriculum and all topics required to take the Kaplan & Norton Balanced Scorecard Certification Exam, including:

- Process of effective strategy development
- Components of a complete Strategy Map
- Steps to properly design a Balanced Scorecard
- Methods and techniques necessary to cascade strategy
- Principles of effective execution and governance

As the only BSC certification developed and endorsed by Balanced Scorecard creators Drs. Robert S. Kaplan and David P. Norton, obtaining Kaplan & Norton Balanced Scorecard Certified™ status is a significant advantage in today's dynamic performance management marketplace. It improves credentials by validating proficiency in all aspects of strategy execution, encompassed by the five principles of a Strategy-Focused Organization (SFO). Certification also provides executives with access to a prestigious community of Kaplan & Norton BSC practitioners, as well as industry knowledge resources.

"The first Kaplan & Norton BSC Certification Boot Camp from Palladium gave me a solid foundation in all aspects of implementing the BSC strategy management system. The management process at Elkay has a heavy bias towards strategy execution," said Eyal Altman, Director of Strategic Management, Elkay. "The curriculum included a good mix of theory review, case examples, and group learning through best practice discussion. I highly recommend this class for all business leaders that are in the critical role of leading their organization's strategy development and management processes."

"Attending the inaugural Certification Boot Camp provided insightful information on the Balanced Scorecard while offering an environment of various levels of BSC experience to learn from," said Cindy Cannici, Balanced Scorecard Performance Manager, [Weichert Relocation Resources Inc.](#) (a 2008 Palladium Balanced Scorecard Hall of Fame winner). "Since attending the class, we have enhanced our balanced scorecards, as well as our strategy maps to encompass some of the new concepts that were discussed at the class, such as the implementation of Strategic Themes. Attending the class helped to spark new ideas from both a technical and collaborative approach."

"The record-attendance for this training session demonstrates that organizations from every industry worldwide understand the importance of clarifying their strategy during these tough economic times. In fact, many of the participants are new to the Palladium training community, reflecting Palladium's leadership role in strategy execution," said Robert L. Howie, Jr., Managing Director, Palladium Group. "They recognize that without a management system, organizations cannot manage, and the Kaplan Norton management system -- of which the BSC is a critical

part – is a proven framework. The [Palladium Execution Premium Process](#), based on this system, provides a flywheel to clarify strategy, align the workforce to it, link to operations, and test and adapt the strategy to dynamic market conditions.”

The next Certification Boot Camp Training will take place May 11-14, 2009. For more information, or to enroll, contact [Patricia O'Donnell](#) at 781.402.1276.

About Palladium Group, Inc.

Palladium Group is the global leader in helping organizations execute their strategies by making better decisions. Our expertise in strategy, risk, corporate performance management, and business intelligence helps clients achieve an execution premium. Our services include consulting, conferences, communities, training, and technology. Palladium's Balanced Scorecard Hall of Fame for Executing Strategy™ recognizes more than 120 organizations worldwide that have achieved outstanding execution premiums.

For more information visit www.thepalladiumgroup.com

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