The Balanced Scorecard Seminar Series:
A Tool to Ignite and Fulfill Your Business Purpose

Topic: Strategy & Leadership
In Partnership with: Skopos Collective
Facilitator: Hector Marcel, change management consultant

As we come to grips with the unknown, we are being forced to put out fires, question our strategies, reconsider our vision and make decisions like never before. This moment, however, also presents an opportunity to reflect and define the most important factors in your business that will define success for you in a “post-Covid” world.

If you’re seeking to carve out some time to anchor yourself in your priorities and refocus your business, then join us for this five-part class on business vision and strategy with Hector Marcel, a seasoned organizational change management professional with over 20 years of experience. Hector will guide you in restating your vision and strategic priorities using the Balanced Scorecard, a powerful management tool that is used by businesses big and small to evaluate the most important aspects of your business.

The Balanced Scorecard is structured across five business areas, which each class will cover:
Tuesday, June 23, 2020 - Your Vision
Tuesday, June 30, 2020 - Your People
Tuesday, July 7, 2020 - Your Customers
Tuesday, July 14, 2020 - Your Operations
Tuesday, July 21, 2020 - Your Numbers

You will walk away with action items to put into practice in your business, and ensure that each action item is aligned with your vision.

About the instructor: Hector Marcel
Hector is a social entrepreneur, public speaker and seasoned organizational change management professional specializing in company strategy, performance, culture and customer service. With 20 years of experience leading successful cultural transformations in the public and private sectors in Australia, Hector now consults from his base in New York City to a variety of local and international clients. He is best known for his capacity to align companies of all sizes to their vision, and begin the journey to deliver higher performance. Hector is also a hands on business owner and mentor. He is the President of Three Jewels Outreach Center, a board member of the Asian Classics Institute, Director of 108Lives Project, co-owner of Little Empire Inc. and Little Outpost Inc. in New York City.

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