

Intrafocus offers Balanced Scorecard Professional Certification

Written by Australian Business

(PRLEAP.COM) April 15, 2014 - Intrafocus and the Balanced Scorecard Institute have joined forces to offer their first [Balanced Scorecard Professional](#) (BSP) certification course in London starting on April 7th this year.

The Balanced Scorecard Professional (BSP) course has been developed for executives and members of balanced scorecard teams who want to learn how to build, deploy, and sustain scorecard systems. It is also for professionals who have an existing scorecard who want to turn it into a robust automated system. Content focuses on Balanced Scorecard strategic planning and management, and is fully consistent with the basic concepts and terminology originated by Drs. Kaplan & Norton.

"Professional certification is vital in this field" says Clive Keyte, Managing Director at Intrafocus. "Although the Balanced Scorecard has been around for more than 20 years, there are still many misconceptions about its use in both the public and private sector."

Certification is awarded by the George Washington University College of Professional Studies and the Balanced Scorecard Institute, the original certifying body for balanced scorecard professionals worldwide.

About Intrafocus: [Intrafocus](#) is a Balanced Scorecard software reseller and consultancy. They provide the only software formally recommended by the Balanced Scorecard Institute. Intrafocus supplies QuickScore to Europe, The Middle East and Africa. QuickScore can link a company strategy to objectives, metrics and initiatives. The tracking interface turns metrics into 'scores' which are then rolled up to deliver an at-a-glance health-check for departments, divisions and headquarters.