



# Mission, Strategy and Scorecards Online

How to lead your team on a real mission.  
*Part of the Strategic Leader Certification*



**Your instructor:**

**Matt Kanz** is the Director of Continuous Improvement for Jack Link's Protein Snacks. He supports a global network of locations, feeding team members wild side through sustainable change. He holds a bachelor's degree in Technical Management and has spent nearly 20 years creating, developing and leading teams. Early in his career he led an award-winning greenfield project, engineered a major site turnaround and orchestrated a multi-year and site consolidation.

Leaders that know what is at stake give their team a real reason to get results and don't worry about putting posters on a wall. This course will provide attendees with a framework to develop a mission people want to work towards, a strategy to accomplish it, and scorecards that provide practical feedback.

**Course Objectives:**

- ◆ Distinguish competitive alternatives
- ◆ Understand how organizations make a profit
- ◆ Formulate your own mission and strategy
- ◆ Design a scorecard and distinguish leading & lagging indicators
- ◆ Align mission, strategy and scorecard concepts

**Who Should Attend:** Middle managers and Directors. Participants should currently have responsibility for a team.

**Thursday, October 8, 2020**

**9:00 a.m. – 12:00 p.m.**

**Fee:** **MA members** \$275 per person **Non-MA members** \$375 per person  
**Receive a 10% discount if you register 14 days prior to the event**

*This workshop is online. Minimum requirements: Computer with speakers and/or headphones; dedicated screen for meeting time; Internet connection; ability to download Zoom.*

**Register:** Registration is required. Reserve on-line at [www.mfrall.com](http://www.mfrall.com), by 3:00 pm by October 6, 2020. You will be sent login credentials in advance of the workshop. **Your satisfaction is guaranteed.**

**Cancellation Policy:** **No refunds** for cancellations after 3:00 p.m., October 6, 2020, or for no-shows at workshop.