

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.

Wednesday, March 24, 2021

9:00 a.m. – 12:00 p.m.

Fee: **MA members** \$335 per person **Non-MA members** \$435 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, by 3:00 pm by March 22, 2021. 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., March 22, 2021, or for no-shows at workshop.