



AMERICAN UNIVERSITY OF BEIRUT

Service Quality and Organizational Improvement
In collaboration with Regional External Program

Balanced Scorecard Initiative

Introduction

Service Excellence Workshops: Parking Lot Recommendations

- 1) 20+ Hours training
- 2) Appointing two training Officers
- 3) Systematic Linkage of responsibility, performance and pay
- 4) Management and Supervisory training programs
- 5) Budget for recognition and celebration

Service Excellence Workshops: Parking Lot Recommendations

- 6) Succession Management
- 7) “Managers’ Town Meeting”
- 8) Coaching for Strategic Management
- 9) Conflict of Interest Declaration

Accreditation

- Campus-wide: Middle States
- Hospital: JCI
- Individual Faculties:
 - Engineering
 - Public Health
 - Business School
 - Etc..

Middle States accreditation process

- 14 standards reviewed by 14 different task teams
- Standard #1: Mission, Goals and Objectives
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Standard #1: Mission, Goals and Objectives

The purpose of standard #1 is to examine:

- The ways in which the overall mission and goals are communicated to the various constituencies
- The alignment that exists between the overall mission and goals and the departmental goals and objectives
- The ways in which the mission and goals guide the trustees, faculty and staff in their decision-making and actions

The Balanced Scorecard

The Balanced Scorecard (BSC) is a strategic management system that provides the tools and the process needed by organizations to:

- articulate
- communicate
- and implement their strategies in a simple, yet effective manner

It allows any organization to translate its “Mission” into “day-to-day activities” that employees, at all levels, can identify with.

The Strategy-Focused-Organization

- The Balanced Scorecard is the main management tool that has been used by successful organizations in various fields
 - Private and Public Sector
 - For-Profit and Not For-Profit
 - Different industries
- These successful organizations placed their strategies at the centre of their operations. Their strategies, guided their day-to-day activities
- In this seminar, we will learn more about strategy-focused-organizations, and how to develop Balanced Scorecards

REP & SQOI Collaboration

- This seminar has been designed specifically for AUB, and developed as a collaborative effort between the offices of Regional External Program (REP) and Service Quality and Organizational Improvement (SQOI)
- The case studies and the examples in this seminar are drawn from the Business, Academic and Medical fields in general, and from AUB and AUBMC in particular