



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Professional Diploma in Performance Management

Code	City	Hotel	Start	End	Price	Language - Hours
DIP-740	Marrakesh (Morocco)	Hotel Meeting Room	2026-11-08	2026-11-19	6950 €	En - 80

Introduction

Performance management is the foundation of organizational success, employee engagement, and business growth. A well-structured performance management system enables companies to align individual goals with corporate strategy, enhance productivity, and drive continuous improvement.

This 10-day professional diploma provides a comprehensive, hands-on approach to designing, implementing, and optimizing performance management systems. Participants will gain expertise in performance measurement frameworks, employee evaluation techniques, data-driven decision-making, and leadership strategies to foster a high-performance culture.

By blending theory, real-world applications, and interactive workshops, this diploma equips professionals with the tools and methodologies to maximize employee and organizational performance.

General Objective

This diploma aims to provide professionals with the knowledge, tools, and strategies to effectively manage, evaluate, and enhance performance at individual, team, and organizational levels. By the end of the program, participants will:

- Understand the principles and importance of performance management.
- Develop and implement effective performance measurement frameworks.



- Align employee performance with business objectives for increased efficiency.
- Learn how to set SMART goals and key performance indicators (KPIs).
- Apply modern appraisal methods and feedback techniques for employee development.
- Use HR analytics and performance data to drive decision-making.
- Develop leadership skills to foster a culture of accountability and high performance.
- Enhance motivation, engagement, and retention through performance-based rewards.

Target Audience

This diploma is designed for professionals responsible for performance management, employee evaluation, and organizational effectiveness, including:

- HR Managers & HR Business Partners
- Team Leaders & Line Managers
- Executives & Business Leaders
- Training & Development Specialists
- Compensation & Rewards Managers
- Anyone Interested in HR & Organizational Development

How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

Certificates



- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
 - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

Outline

Day 1: Introduction to Performance Management

- Defining Performance Management and Its Importance
- The Link Between Individual, Team, and Organizational Performance
- Traditional vs. Modern Performance Management Approaches
- Key Performance Management Models and Frameworks
- Workshop: Assessing Current Performance Management Practices



Day 2: Performance Measurement & KPI Development

- Understanding Performance Metrics & Key Performance Indicators (KPIs)
- SMART Goals and OKRs (Objectives & Key Results)
- Aligning KPIs with Business Strategy & Departmental Goals
- Workshop: Designing KPIs for Different Job Roles

Day 3: Goal Setting & Performance Planning

- Setting Individual and Team Goals That Drive Results
- The Role of Managers in Employee Goal Alignment
- Balanced Scorecard & Performance Strategy Execution
- Workshop: Developing Performance Plans & Scorecards

Day 4: Employee Performance Appraisal & Feedback Systems

- Traditional vs. Modern Appraisal Methods
- 360-Degree Feedback & Peer Evaluations
- Coaching for Performance Improvement
- Conducting Effective Performance Reviews & Feedback Sessions
- Workshop: Role-Playing Performance Appraisal Conversations

Day 5: HR Analytics & Performance Data Interpretation

- Using HR Analytics for Data-Driven Decision Making
- Employee Productivity Metrics & Predictive Analytics
- Identifying Performance Trends & Gaps
- Workshop: Analyzing Real-World Performance Data**

Day 6: Motivation, Engagement & Performance Optimization

- Employee Engagement Strategies for High Performance
- Motivational Theories and Their Application in Workplaces



- Performance-Based Rewards & Recognition Programs
- Workshop: Designing an Employee Recognition Program

Day 7: Leadership & Performance Culture Development

- The Role of Leadership in Performance Management
- Creating a High-Performance Organizational Culture
- Empowering Employees Through Delegation & Autonomy
- Workshop: Leadership Scenarios & Coaching Techniques

Day 8: Managing Poor Performance & Performance Improvement Plans (PIP)

- Identifying Causes of Underperformance
- Handling Difficult Performance Conversations
- Creating Performance Improvement Plans (PIP)
- Workshop: Case Study on Handling Low Performers

Day 9: Aligning Performance Management with Business Strategy

- Integrating Performance Management with Corporate Objectives
- Building a Performance-Driven HR Strategy
- Managing Change & Overcoming Resistance to New Performance Systems
- Workshop: Creating a Performance Management Strategy for an Organization

Day 10: Final Assessment & Action Plan Development

- Reviewing Key Learnings & Best Practices
- Developing a Personalized Performance Management Framework
- Final Case Study & Assessment: Implementing a Performance System



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.