



Scandinavian Academy
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Course: Formulating SMART Goals and Building Performance Indicators through Data Mining

Code	City	Hotel	Start	End	Price	Language - Hours
846	Marrakesh (Morocco)	Hotel Meeting Room	2025-04-27	2025-05-01	3450 €	En - 25

Course Introduction

This training program is designed to support companies in strategic planning and enhance institutional performance by employing SMART Goals, conducting strategic environmental analysis, and effectively utilizing Key Performance Indicators (KPIs). The program places special emphasis on leveraging data mining techniques to extract precise and actionable strategic decisions.

General Course Objective

To enhance participants` ability to apply effective strategic planning by formulating SMART Goals, implementing performance indicators, and utilizing data analysis and mining techniques to make strategic decisions that drive corporate performance and institutional excellence.

Course Objectives

- Introduce participants to the concept of SMART Goals and how to formulate them within the framework of strategic planning.
- Enable participants to understand and manage Key Performance Indicators (KPIs) to achieve quantitative and qualitative institutional objectives.
- Develop strategies for performance improvement, cost optimization, and process acceleration.
- Clarify the distinction between data and information and how each can be utilized



in strategic decision-making.

- Enhance participants' skills in data collection and analysis to derive effective decisions.
- Train participants in data mining techniques and their optimal utilization.
- Explore relationships and patterns within datasets to transform them into strategic insights.
- Teach participants how to convert available data into strategic decisions aligned with corporate needs.
- Encourage participants to apply data-driven insights to enhance organizational performance.

Target Audience

- Company executives, board members, and department heads.
- IT and technical support specialists.
- Strategic planning and quality management officers.
- Financial department managers and personnel.

Course Outline

Strategic Management and Planning

- Vision, mission, and corporate values.
- Strategic environmental analysis (SWOT Analysis).
- The concept of SMART Goals.
- Criteria and components of SMART Goals.
- Practical applications and examples of well-defined and poorly defined SMART Goals.

Key Performance Indicators (KPIs)

- Institutional performance concept.
- Definition and types of Key Performance Indicators.



- The importance of KPIs in:
 - Human Resources
 - Production
 - Marketing and Sales
 - Customer Service
 - Other departments based on company needs
- Formulating and implementing KPIs based on organizational requirements.

Data Mining

- Data, information, and knowledge (Knowledge Pyramid).
- Definition and significance of data mining.
- The data mining process steps.
- Key data mining strategies and techniques:
 - Decision Trees
 - Clustering
 - Classification

Strategic Analysis and Forecasting Techniques

- Statistical analysis techniques and their applications in strategic planning.
- Predictive models and trend analysis.
- Digital tools for strategic forecasting.
- Integrating analytical results into planning and decision-making processes.

Applications of Data Mining

- Practical applications of data mining in various fields:
 - Military
 - Smart Government
 - Healthcare
 - Education
 - Warehousing and Logistics Systems
- The practical impact of data mining on:



- Strategic decision-making and future foresight
- Formulating SMART Goals and KPIs based on data analysis results
- Practical applications for HR databases:
 - Forecasting future workforce needs
 - Identifying work systems that enhance productivity and commitment
- Practical applications for production databases:
 - Making decisions to improve product quality, reduce costs, and select optimal work systems



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 buffet provided during the sessions to ensure participants comfort.