



Scandinavian Academy
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Course: Strategic Performance Leadership Using Data Analysis and Performance Indicators

Code	City	Hotel	Start	End	Price	Language - Hours
DAI-847	Marrakesh (Morocco)	Hotel Meeting Room	2026-07-12	2026-07-16	3950 €	En - 25

Course Introduction

This distinguished training program aims to develop and enhance participants' strategic skills and deepen their understanding of effective strategic planning and the optimal use of data in decision-making. The program focuses particularly on the importance of formulating SMART goals, analyzing performance indicators, and leveraging statistical techniques and data mining to extract strategic decisions that support the company's vision and objectives.

Course Objectives

- Formulate SMART goals in alignment with company strategies and plans.
- Define and adjust performance indicators to achieve the highest level of quality and efficiency in terms of quantity, cost reduction, and speed of execution.
- Clarify the distinction between data and information and enhance the ability to strategically utilize both.
- Develop data analysis skills and extract relationships to make strategic decisions suited to the nature of the company (service-oriented, production, marketing, etc.) and employees' skills, qualifications, and backgrounds.

Target Audience

- Company executives, board members, and department heads.
- IT and technical support managers.



- Strategic planning and quality management officers.
- Financial department managers and personnel.

Course Outline

Strategic Management and Planning

- Strategic environmental analysis (SWOT Analysis).
- The concept of SMART Goals.
- Criteria and components of SMART Goals.
- Practical examples of correctly and incorrectly formulated SMART Goals.

Performance Indicators (KPIs)

- Understanding workplace performance.
- Concept and importance of Key Performance Indicators (KPIs).
- Developing KPIs for company departments:
 - Human Resources
 - Production
 - Marketing and Sales
 - Customer Service
 - Other departments based on company needs

Data and Statistics

- Difference between data and information.
- The Knowledge Pyramid.
- Data sources.
- Introduction to statistics and key statistical formulas used in data analysis:
 - Mean, median, mode, and range.
 - Standard deviation and measures of central tendency.



Data Mining

- Definition and significance of data mining.
- Key drivers behind the data mining revolution.
- Tools and stages of the data mining process.
- Business applications of data mining.

Data Processing and Analysis

- Using Microsoft Excel for data analysis.
- Sorting, filtering, and visualizing data.
- Applying statistical formulas in data analysis.
- Representing data using dashboards.
- Utilizing business intelligence software like Power BI:
 - Visualizations
 - Connected datasets
 - Reports
 - Dashboards

Global Case Studies and the Impact of Data Mining

- Reviewing case studies of global companies and how data mining has influenced:
 - Strategic decision-making and future foresight.
 - Formulating SMART Goals and developing performance indicators.

Practical Applications:

- Using HR data to predict future workforce needs, optimize hiring and retention, and analyze work systems to enhance productivity.
- Using production data 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 Coffee Break provided during the sessions to ensure participants comfort.