



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Effective Performance Management

Code	City	hotel	Start	End	price	Hours
111	Marrakesh (Morocco)	Hotel Meeting Room	2025-02-16	2025-02-20	3450 €	25

Introduction

An adequately practical, designed, and effective performance management process requires various techniques, including agreeing on objectives, reviewing and monitoring performance, giving feedback, coaching, training and development, and rewarding.

This compelling, practical, and effective performance management course will articulate how these techniques are interconnected and contribute to the comprehensive role that HR and line managers play in creating a culture of successful performance management.

Targeted Groups

- All planning personnel are involved in human resources management.
- All Managers and leaders involved in human resources management.
- Process and quality improvement personnel.
- Personnel with real leadership potential.
- Project management office (PMO) and managers.
- All HR personnel have an interest in employees` performance and appraisals.

Course Objectives

Participants in the practical and effective performance management course will be able to:



- Understand performance management in a multicultural environment.
- Describe performance management`s purposes and significance from organizational perspectives.
- Describe the purposes of performance management from an individual`s point of view.
- Demonstrate the essential skills involved at each of the four stages of the performance management cycle.
- Describe best practices in addressing employee work performance issues.
- Align performance management strategies with corporate objectives.
- Create and implement an effective performance management framework.
- Recognize the vital skills managers, supervisors, and team leaders require for effective performance management.
- Effectively manage and enhance poor performance.

Targeted Competencies

- Performance management.
- Decision-making and initiating action.
- Effective communication.
- Analytical thinking.
- Applying expertise and technology.
- Following instructions and procedures.
- Planning and organizing.
- Achieving goals and objectives.

Course Content

DAY 1: Introduction to Performance Management

- The context for performance management.
- Making a compelling case for performance management.



- Fundamental principles of what is effective performance management.
- Understanding motivational factors in performance.
- The role of HR within performance management.
- The responsibilities of Managers, Supervisors, and Team Leaders in performance management.
- Utilizing Competencies in Performance Management.
- Tackling the performance gap.

DAY 2: Starting Well: Objectives and Feedback

- Introducing your team to performance management principles.
- The critical importance of setting agreed-upon objectives.
- Balancing quantitative and qualitative performance objectives.
- Crafting SMARTMaC Objectives.
- Techniques for providing effective feedback.
- Methods of positive reinforcement.
- Strategies for constructive developmental feedback.
- Distinguishing between feedback and criticism.

DAY 3: Relationships and Coaching

- Understanding the ask/tell matrix.
- Practical applications of empowerment.
- Implementing the eight steps of an effective and practical coaching session.
- Addressing disciplinary issues professionally.
- Efficient complaint resolution.
- Management approaches to absenteeism and illness concerns.
- Strategies for improving attendance rates.

DAY 4: Finishing Well: Making Appraisal a Motivating Experience

- The purpose and value of performance appraisal.
- Structuring monthly/quarterly/annual reviews.



- Addressing practical issues in assessment.
- Reaching consensus on evaluations.
- Analyzing forced ranking and expected distribution methods.
- Performance appraisals link to reward systems.
- Utilizing merit pay as a motivator.
- Focusing on personal and professional development.

DAY 5: Advanced Performance Management

- Implementing 360-degree feedback systems.
- Leveraging emotional intelligence for performance improvement.
- Integrating strategic performance management practices.
- Understanding internal and external reporting frameworks.
- Utilizing balanced scorecard techniques for comprehensive reviews.
- Strengthening competitive advantage through performance strategies.
- Summarizing course takeaways.
- Crafting personalized development planning.



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.