



**SCANDINAVIAN ACADEMY**  
For Training and Development



## Course: Key Performance Indicators

Code	City	Hotel	Start	End	Price	Language - Hours
801	Casablanca (Morocco)	Hotel Meeting Room	2025-09-14	2025-09-18	3450 €	En - 25

### Course Overview

Do you find it difficult to track the outcome of your business strategy? Do you find it difficult to formulate the key indicators for your business, senior management team, and then cascade it to other levels as well? Do you know that Key Performance Indicators or the KPI's for your business can help you deal with this challenge with ease? The key to achieving business goals is when the senior management team can define the exact path to success and its measurement criteria for all the stakeholders, and employees of the organisation.

### Course Objectives

- Understand the impact of KPI's on your business
- Design a Performance Measurement System to drive business productivity for all the stakeholders
- Define, develop, and facilitate the KPI's Selection Process, and its Documentation
- Understand and counter the challenges in the process
- Practical application of the learnings

### Training Methodology

customize the training as per your specific industry requirements. The presentation led by the instructor is highly interactive. This is further complemented by the inclusion of several management games, paper-pencil exercises, activities, role plays, videos, and robust practice sessions. Your exposure gets better when participants across other



industries share their experiences in the group as well.

## **Organisational Benefit**

- Embed the business metrics into the strategy, and Performance Management System of the organisation
- Promote a culture of performance, Continuous Learning, Transparency, and Open Communication
- Alleviate risk and uncertainty to the achievement of business objectives

## **Personal Benefits**

- Monitor the performance of the department, team, and self in the organisation
- Timely Course correction to achieve the expected results
- Be on the path of continuous learning
- Enhances the productivity and morale of the team

## **Who Should Attend?**

- Directors, C- Level Executives
- Senior Management Team
- Heads of the Departments
- Strategic Planners, Business Analysts
- Existing Managers, Supervisors and those who are managing the teams
- Those who wish to manage the team in the future
- Anyone whose role includes the development and deployment of the Performance Management and Performance Measurement System

## **Course Outline**

### **INTRODUCTION, CONTEXT, KEY TERMS**



- What is KPI?
- Types of KPI
- Understanding the benefit of KPI's for strategy, business and VUCA World
- Understanding the importance of KPI's for departments, teams, and employees
- Understand the impact of KPI's on the culture of the organisation
- Performance Measurement vs. Performance Management
- Understand the Balanced Scorecard
- Lead vs. Lag Indicators
- Review of your current Performance Management System

## **CONSTRUCTION OF KPI**

- How to formulate the Key Performance Indicators (KPI)
- Identify the right sources to select the KPI's
- Balanced Scorecard Perspective for KPI's
- Balancing the KPI's as per Lead vs. Lag Indicators
- SMART criteria of Performance measurement
- Integrating KPI's with the goals of the organisation and departments
- Best Practices

## **THE KPI TEAM, DOCUMENTATION AND REPORTING**

- Identifying the Team for selecting the KPI's at the organisational and departmental level
- Designing the KPI Documentation form
- Creating a KPI Dashboard
- Reviewing the KPI's
- Ensuring Data Quality

## **COMMUNICATION for KPI's**

- Educating the Teams, and members of the organisation on KPI's
- Understand how to initiate the conversation with employees around the KPI's for



better acceptance

- Monitor the Performance measurement as per the KPI's
- Diagnosing and Addressing the performance gaps
- Coaching for Corrective Measures



**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.