Course: Strategic Performance Management Using an Executive Dashboard

Code	City	Hotel	Start	End	Price	Language - Hours
788	Budapest (Hungary)	Hotel Meeting Room	2025-10-13	2025-10-17	4950 €	En - 25

Introduction

Strategic performance management is high on the agenda of most managers and senior executives. Insufficient or misunderstanding of the performance management concepts often produces poor results and frustrations. Real benefits are only realised by designing and integrated system across the entire organisation based on visible and commonly understood strategic objectives using executive dashboards.

Sometimes referred to as a strategic dashboard, an executive dashboard is intended to give executives a holistic overview of the enterprise and how it is preforming against established Key Performance Indicators (KPIs). Dashboards consolidate and arrange numbers, Key Performance Indicators (KPIs), and sometimes performance scorecards on a single screen, tailored for C-level executives and managers, allowing them to get a big picture view of the organisation against critical metrics, identify opportunities for expansion, and see where improvements are needed. The goal is to deliver a graphical interface using real-time data, enabling executives to make data-driven decisions whenever needed.

This training course will give you the tools you need to implement your strategy and deliver better performance for your organisation. With an executive dashboard, you can make sense of massive amounts of data and make fact-based decisions in real time.

This training course will feature:

- Managing and measuring organisational performance

- Identifying, measuring and managing organisational tangible and intangible value drivers
- Developing and implementing efficient and effective metrics
- Formulation of dashboard implementation and follow-up strategies
- Developing effective implementation plans to execute strategies

What are the goals?

- Create strategic alignment across their organisations through the design, implementation and management of goals, measures and targets
- Identify, measure and manage the organisational tangible and intangible value drivers
- Establish relevant and meaningful performance indicators to extract insights, make decisions, validate and challenge assumptions
- Apply ideas, concepts and tools of strategic performance management initiatives
- Formulate a dashboard implementation and follow-up strategy for your organisation

Who is this training course for?

- Mid-level and Senior Executives
- Heads of Departments
- Managers
- Supervisors
- Team Leaders

Course Outline

Day One: Overview of Strategic Planning:

- Introduction to Strategic Performance Management

- Managing performance in an enabled learning environment
- Organisational Charter: Vision, Mission, Values & Goals
- Macro-Environmental Analysis: The General environment (PESTEL)
- Micro-Environmental Analysis: Porter's 5-factor Analysis

Day Two: Strategy Preparation:

- Internal & External Analysis: SWOT Analysis Application
- Generic Strategy Formulation: Strategy Matrix Application
- Translating Strategy into Action: The Balanced Scorecard approach
- Identifying Strategic Themes
- Building the Strategy Map

Day Three: Executing Strategies Through Action Plans:

- Selecting metrics (Key Performance Indicators) and setting targets
- Brainstorming, developing and prioritising initiatives
- Translating initiatives into projects
- Monitoring initiatives in progress
- Performance Analysis

Day Four: Strategy-focused Culture:

- The three tiers of organisational strategies
- Aligning strategies through cascading
- Creating a culture focused on strategy
- Strategy review meetings
- Communication, training and rollout

Day Five: Using Executive Dashboards:

- What is an Executive Dashboard?
- Key Benefits and Challenges of Executive Dashboards

- Developing executive and operational dashboards
- Creating dashboards for decision making
- Using MS Excel for BSC and Dashboards
- Advantages & Disadvantages of using Excel

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- **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:**
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- **Educational Materials:**
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- **Attendance and Final Result Reports:**
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  - Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.