

# € TRAINING

Certified KPI Professional and Practitioner



4 - 8 November 2024  
Casablanca (Morocco)  
New Hotel



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REF: H1651 DATE: 4 - 8 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Practitioners consider selection and data gathering worldwide to be the most challenging aspects of working with Key Performance Indicators KPIs. A way to address these challenges is to build a sound framework to measure KPIs, starting from the moment they are selected, until results are collected to be centralized in performance reports.

## Course Objectives:

At the end of this course the participants will be able to:

- Understand KPI measurement challenges and how to address them;
- Select KPIs for scorecards and dashboards from the organizational to the departmental and individual levels;
- Develop a KPI implementation project plan;
- Optimize the KPI activation and data gathering process.
- Differentiate between objectives, KPIs, and initiatives;
- Understand KPI selection in different contexts;

## Targeted Audience:

- Professionals interested in measuring performance
- Top/middle/lower management professionals
- Performance measurement experts

## Course Outlines:

### Unit 1: The World of KPIs

- Challenges in performance measurement;
- The value added by KPIs;
- KPIs concept map;
- Governance;
- Organizational levels.

### Understanding KPIs

- KPI related terminology;
- SMART objectives are decomposed by specific criteria;
- KPI lifecycle.

### Unit 2: KPI typology

- Leading vs. lagging KPIs;
- Qualitative vs. quantitative KPIs;
- Efficiency vs. effectiveness KPIs.

## KPI Taxonomy

- Interdisciplinary systemic worldview;
- KPI use case scenarios;
- KPI DNA map.

## Unit 3: KPI selection

- KPI selection for organizational scorecard;
- KPI selection sources;
- KPI selection techniques.

## KPI Alignment

- KPI alignment approaches
- KPI selection for corporate scorecard;
- KPIs cascaded to the functional area.

## Unit 4: KPI documentation

- KPI documentation form functions;
- KPI documentation form design;
- KPI documentation process;
- Organizational KPI libraries.

## Working with targets

- Target setting process;
- Targets in practice;
- Challenges in working with targets;
- Negative behaviors when setting targets.

## Unit 5:

### Data gathering

- Data quality dimensions;
- KPI reporting data sources;
- KPI activation tools;
- KPI activation techniques;
- Working with data custodians;
- Data collection methods.

### Data visualization

- Guidelines for designing efficient templates;
- Usability in terms of visual design.
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- Scorecard and dashboard design.