

# € TRAINING

Performance Measurement and KPI  
Essentials

25 - 29 May 2025  
Istanbul (Turkey)





# Performance Measurement and KPI Essentials

REF: M2640 DATE: 25 - 29 May 2025 Venue: Istanbul (Turkey) - Fee: 5300 Euro

## Program Introduction:

This training program is designed to enhance participants' performance management capabilities and ensure alignment with their organization's strategic goals.

## Program Objectives:

by the end of the program, participants will be able to:

- Understand the critical role of performance measurement and KPIs in business strategy.
- Learn to identify, develop, and implement effective KPIs for various business functions.
- Gain expertise in analyzing and interpreting KPI data to inform decision-making.
- Enhance skills in reporting and communicating KPI results to stakeholders.
- Foster a culture of continuous improvement and accountability within the organization.

## Target Audience:

- Senior executives and leaders.
- Department heads and managers.
- Strategic planners and performance management professionals.
- Business analysts and data professionals responsible for performance measurement.

## Program Outline:

### Unit 1:

#### Introduction to Performance Measurement and KPIs:

- The Importance of Performance Measurement.
- Defining Key Performance Indicators KPIs.
- Types of KPIs: Leading vs. Lagging Indicators.
- Aligning KPIs with Strategic Objectives.

## Unit 2:

### Developing Effective KPIs:

- Setting Clear Objectives and Goals.
- Criteria for Effective KPIs: SMART Criteria Specific, Measurable, Achievable, Relevant, Time-bound.
- Identifying Relevant KPIs for Different Business Functions.
- Balancing Quantitative and Qualitative KPIs.

## Unit 3:

### Implementing KPIs:

- Integrating KPIs into Business Processes.
- Data Collection Methods and Tools.
- Ensuring Data Accuracy and Reliability.
- Automating KPI Tracking and Reporting.
- Overcoming Common Implementation Challenges.

## Unit 4:

### Analyzing and Interpreting KPI Data:

- Techniques for KPI Data Analysis.
- Identifying Trends and Patterns.
- Benchmarking Performance Against Industry Standards.
- Using KPIs for Predictive Analysis.
- Real-World Examples of KPI Analysis.

## Unit 5:

### Communicating and Leveraging KPI Results:

- Best Practices for KPI Reporting.
- Creating Effective KPI Dashboards and Reports.
- Steps for Communicating Results to Stakeholders.



- Driving Decision-Making with KPI Insights.
- Building a Culture of Continuous Improvement and Accountability.