

Course Overview:

This 3-day professional course is delivered by Certified KPI Professionals from The KPI Institute, a global authority on performance measurement and management. It is designed to equip mid-career professionals with the knowledge and tools to implement Key Performance Indicators (KPIs) effectively across departments. Drawing from international research and best practices, the program provides practical guidance on designing, documenting, selecting, and activating KPIs. Through structured sessions and proven frameworks, it supports organizations in enhancing performance visibility and data-driven decision-making.

Course Objective:

By the end of this program, participants will be able to:

1. Understand the role and value of KPIs within performance management systems.
2. Differentiate between objectives, KPIs, and initiatives.
3. Apply best practices for selecting KPIs across functional areas.
4. Design and document KPIs using standardized templates.
5. Set appropriate performance targets using benchmarking techniques.
6. Improve data gathering processes and activate KPI systems effectively.
7. Interpret KPI dashboards and scorecards for performance communication.
8. Navigate challenges in KPI usage, including behavioral and technical barriers.

Course Outline:

Day 1: Foundations of Performance Measurement

1. The World of KPIs
 - Challenges in performance measurement
 - The value added by KPIs
 - KPI governance and organizational alignment
2. Understanding KPIs
 - Terminology and lifecycle
 - SMART objective decomposition
 - Interdisciplinary KPI use cases
3. KPI Typology and Taxonomy
 - Leading vs. lagging indicators
 - Efficiency vs. effectiveness KPIs
 - KPI DNA map and classification framework

Day 2: KPI Design and Selection

4. KPI Selection Techniques
 - Identifying sources for KPI development
 - Functional area and industry-based KPI selection
 - Use of templates and tools
5. KPI Documentation
 - Designing KPI documentation forms
 - Creating KPI libraries
 - Using weights and indexes
6. Working with Targets
 - Best practices in target setting
 - Avoiding negative behaviors
 - KPI benchmarking methods

Training Language:

English

Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Riyadh | 28-07-2025 | 17,250 SAR

Day 3: Activation, Visualization, and Certification

- Ensuring data quality and integrity
- KPI data sources and activation tools
- Communication strategies with data custodians

8. KPI Reporting and Visualization

- Dashboard and scorecard design
- Visual best practices for decision-making tools
- Usability principles for reporting

9. Final Session: Review & Certification Exam

- Knowledge consolidation and open Q&A
- 1-hour certification exam
- Guidance for post-course application

Who Should Attend:

- Performance managers and analysts
- Strategic planning professionals
- Department heads responsible for reporting KPIs
- Project and quality assurance managers
- Professionals involved in data reporting and dashboard creation