



Management And Leadership

# **Performance Excellence: Setting and Optimizing Functional KPIs for Business Success**

## Course Introduction

---

This training program is designed to equip managers with the necessary tools, techniques, and knowledge to define, implement, and monitor KPIs that are aligned with their organization's strategic objectives.

Participants will learn how to set KPIs for different functions and departments, track performance, and improve overall business outcomes.

## Target Audience

---

Leaders & Executives – Aligning KPIs with strategy.

- Managers & Supervisors – Optimizing team performance.
- HR & Development Professionals – Tracking leadership and employee performance.
- Quality Assurance Leaders – Ensuring compliance with industry standards.

## Learning Objectives

---

- Understand the importance of KPIs in corporate performance management.
- Develop functional and operational KPIs that align with the organization's strategic goals.
- Set SMART KPIs for various business departments.
- Utilize data-driven methods to track performance and optimize KPIs.
- Implement KPI dashboards for real-time monitoring of performance.
- Communicate KPI results effectively to stakeholders and leadership.

# Course Outline

---

## • 01 DAY ONE

### Introduction to Corporate Performance Management (CPM)

- Definition of CPM and the role of KPIs in performance management
- Key components of a performance management system
- Strategic alignment of KPIs with business goals
- **Types of KPIs:** Lead vs. Lag indicators
- Overview of the training program and its objectives

### Understanding the Role of KPIs in Corporate Performance

- How KPIs support decision-making and drive business results
- The relationship between strategy, performance, and KPIs
- Common challenges in KPI development and tracking
- **Activity:** Analyze a case study of a successful company's KPIs

## • 02 DAY TWO

### Defining and Categorizing Functional KPIs

- Identifying key business functions (Sales, HR, Operations, Marketing, etc.)
- Defining operational vs. strategic KPIs for different functions
- Introduction to KPI categories: Financial, Customer, Internal Processes, and Learning & Growth
- **Workshop:** Break into groups and define KPIs for a specific functional area.

### The SMART Framework for Setting KPIs

- Explanation of SMART (Specific, Measurable, Achievable, Relevant, Time-bound) criteria
- How to apply SMART goals to operational and functional KPIs
- Common pitfalls to avoid when setting KPIs
- **Activity:** Practice setting SMART KPIs for different business departments

## • 03 DAY THREE

### Identifying and Selecting the Right KPIs for Functional Areas

- How to align KPIs with the specific goals of each department
- Criteria for selecting KPIs (relevance, impact, simplicity)
- How to prioritize KPIs across multiple business functions
- **Workshop:** Group exercise to select KPIs for different functional departments

### Data-Driven KPI Development and Measurement

- Importance of data in setting and tracking KPIs
- **Types of data:** Quantitative vs. Qualitative
- Data collection techniques and tools for KPI measurement
- **Activity:** Review data sources and metrics for developing KPIs in different business functions

## • 04 DAY FOUR

### Designing Performance Monitoring Systems

- Tools for monitoring performance (Excel, BI tools, custom dashboards)
- Setting up automated performance tracking systems
- Best practices for ongoing performance monitoring
- **Workshop:** Design a KPI tracking system for a department using a dashboard tool

## Building a Corporate Performance Dashboard

- What to include in a performance dashboard (metrics, benchmarks, targets)
- How to design an intuitive, interactive dashboard
- Integrating real-time data into dashboards
- **Workshop:** Hands-on creation of a corporate performance dashboard using tools like Power BI or Tableau

### • 05 DAY FIVE

## Reporting and Communicating KPI Results

- Structuring KPI reports for different audiences (executives, department heads, employees)
- Communicating performance trends and actionable insights
- **Activity:** Practice presenting KPI results to a leadership team using a mock report

## Continuous Improvement of KPIs and Performance Management

- Reviewing and revising KPIs based on performance outcomes
- How to pivot and adapt KPIs in response to changing business environments
- Creating a culture of continuous improvement using KPIs
- Practical application.

# Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 27, 2025	May 1, 2025	5 days	4250.00 \$	KSA - Riyadh
July 28, 2025	Aug. 1, 2025	5 days	5950.00 \$	switzerland - Geneva
Oct. 20, 2025	Oct. 24, 2025	5 days	4250.00 \$	UAE - Dubai