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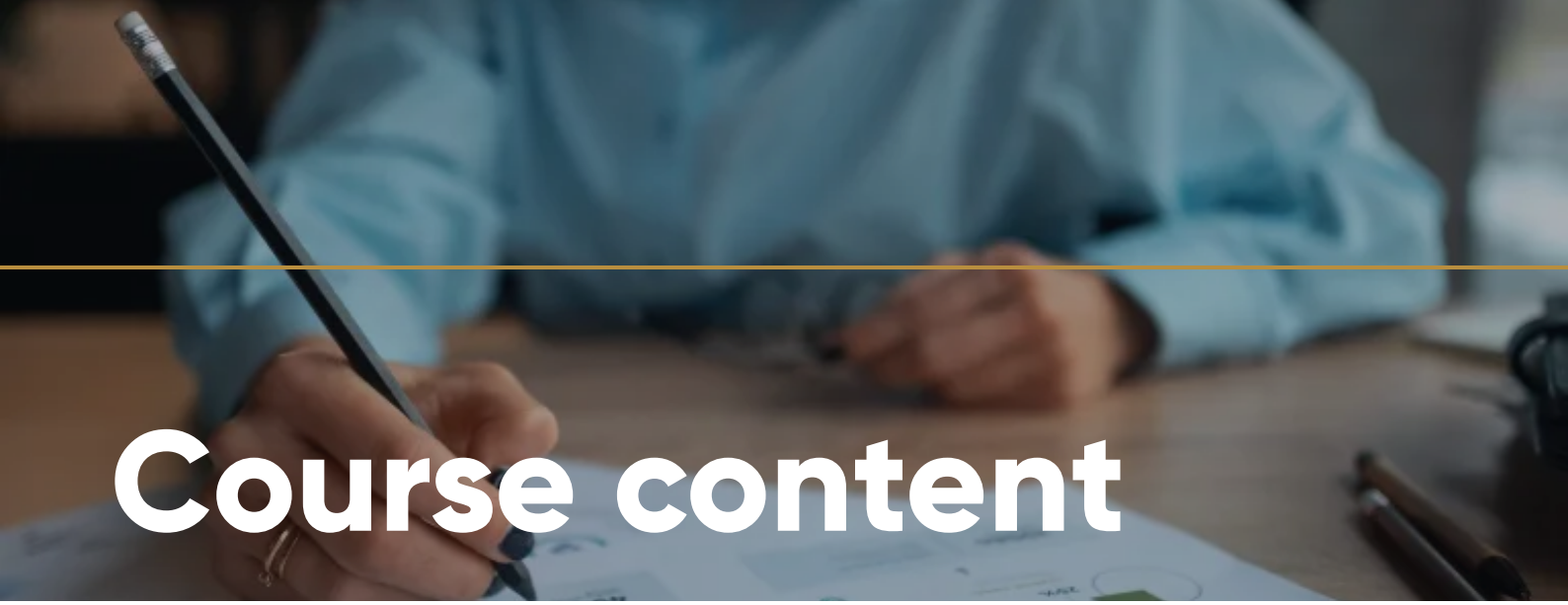


LEADERSHIP AND MANAGEMENT | LM-030

KPI Selection and Design

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Course content

Why Attend

Why Attend Selecting the right Key Performance Indicators (KPIs) is critical for measuring success, improving accountability, and guiding strategic decisions. Poorly chosen KPIs can create confusion, misalignment, and wasted effort. This course provides participants with practical tools to identify meaningful indicators, design balanced KPI frameworks, align measures with business goals, and build performance systems that drive results.

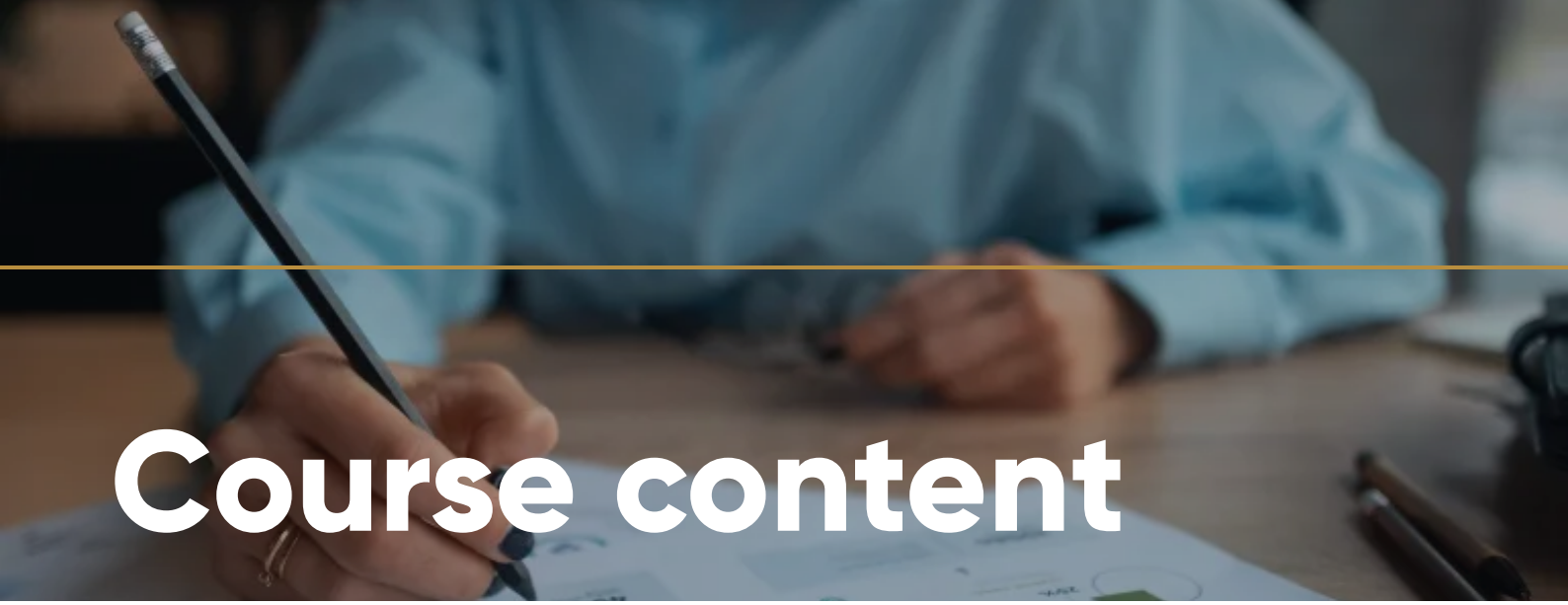
Course Methodology This course uses an interactive and practical approach through presentations, workshops, case studies, group discussions, KPI design exercises, benchmarking activities, and real workplace examples.

Course Objectives

- Understand the role of KPIs in organizational performance
- Differentiate KPIs from general metrics and measures
- Select KPIs aligned with strategic objectives
- Design SMART and measurable indicators
- Balance financial and non-financial KPIs
- Define targets, ownership, and accountability
- Avoid common KPI design mistakes
- Build practical KPI scorecards and dashboards

Target Audience

- Managers and Supervisors
- Team Leaders
- Strategy Professionals
- Business Analysts



Course content

Target Audience

- Performance Management Staff
- Project Managers
- Anyone responsible for designing performance measures

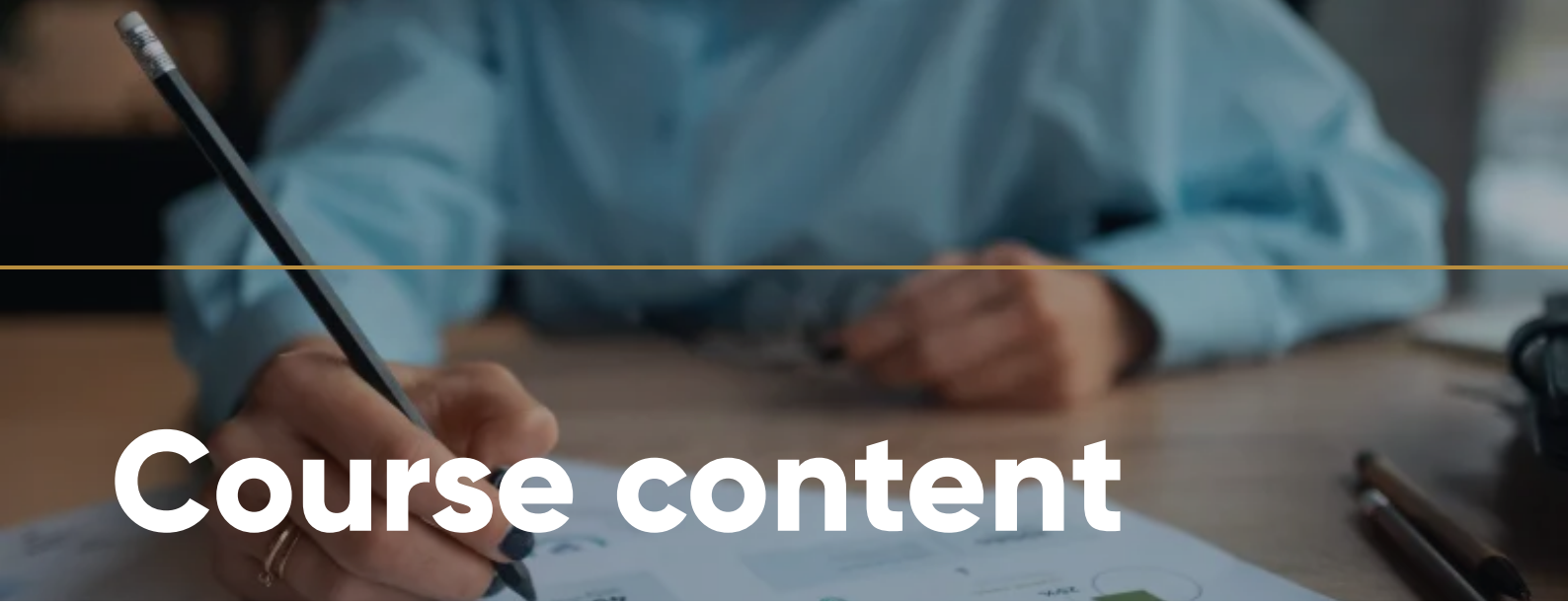
Target Competencies

- KPI Development
- Performance Management
- Strategic Alignment
- Data Thinking
- Decision-Making
- Scorecard Design
- Accountability Systems
- Continuous Improvement

Course outline

Day 1: Foundations of KPI Selection

- Meaning and importance of KPIs
- Difference between KPIs, metrics, and measures
- Why KPI selection matters for business success
- Linking KPIs to strategy and critical objectives
- Characteristics of high-value indicators
- Common KPI selection mistakes
- Exercise: Review weak versus effective KPIs



Course content

Course outline

Day 2: Strategic Alignment and KPI Frameworks

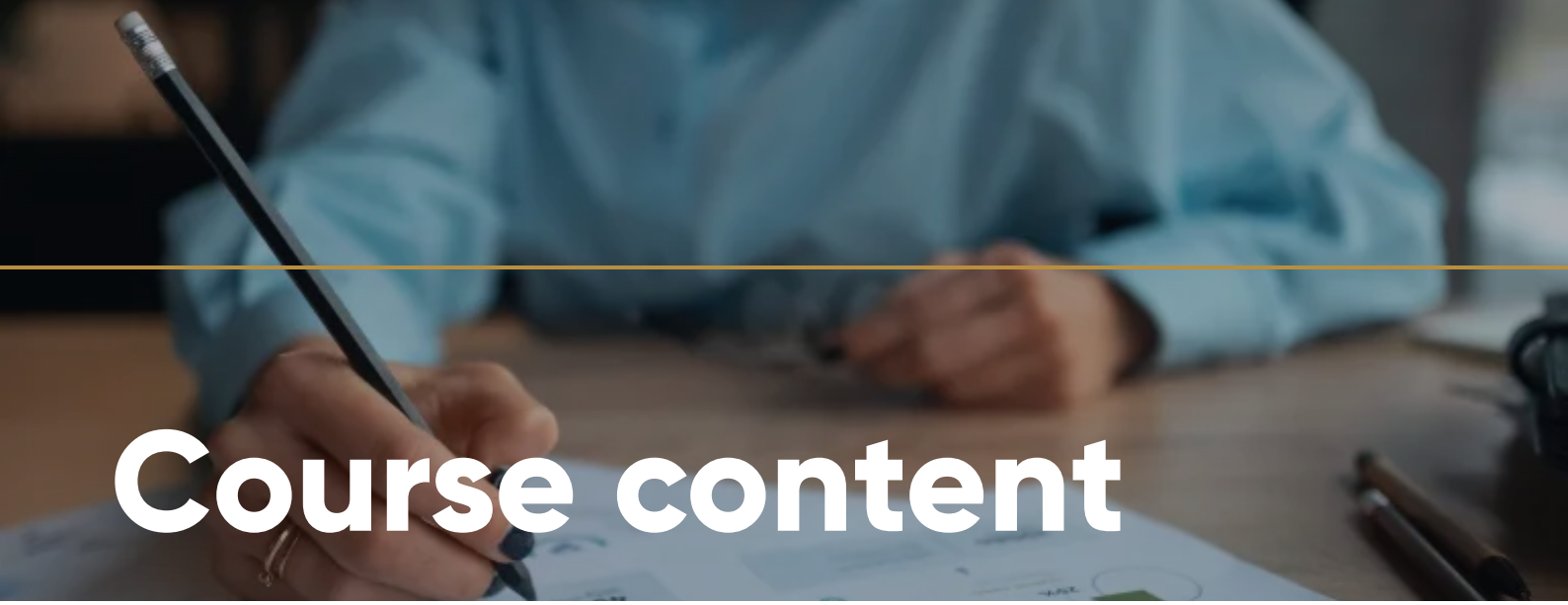
- Translating strategy into measurable outcomes
- Identifying critical success factors
- Leading versus lagging indicators
- Financial and non-financial KPI balance
- Departmental and enterprise KPI alignment
- Using balanced scorecard principles
- Exercise: Create a KPI framework from strategy goals

Day 3: Designing Effective KPIs

- Applying SMART principles to KPI design
- Writing clear KPI definitions
- Setting formulas, frequency, and ownership
- Establishing targets and thresholds
- Data sources and measurement methods
- Ensuring fairness and relevance in KPIs
- Exercise: Build KPI definitions for a business unit

Day 4: Scorecards, Dashboards, and Accountability

- Building KPI scorecards for teams and departments
- Dashboard design principles
- Assigning ownership and accountability
- Escalation rules for poor performance
- Communicating KPI expectations to stakeholders



Course content

Course outline

- Reviewing KPI results through management meetings
- Exercise: Draft a KPI dashboard layout

Day 5: Reviewing and Improving KPI Systems

- Testing KPI usefulness and practicality
- Refreshing outdated or misleading indicators
- Benchmarking KPIs internally and externally
- Using KPIs to support continuous improvement
- Integrating KPIs into planning and decision-making
- Final workshop: Design a complete KPI system
- Course review and action planning



Seminar dates

Available seminar dates

Live dates and pricing for KPI Selection and Design generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Barcelona - Spain	Classroom	**€3,400.-**
7 - 11 December 2026	Istanbul - Turkey	Classroom	**€3,080.-**
14 - 18 December 2026	Amsterdam - Netherlands	Classroom	**€3,360.-**
21 - 25 December 2026	Istanbul - Turkey	Classroom	**€2,560.-**
4 - 8 January 2027	Geneva - Switzerland	Classroom	**€4,200.-**
1 - 5 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
1 - 5 March 2027	London - U.K	Classroom	**€3,360.-**
5 - 9 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
3 - 7 May 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
7 - 11 June 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
5 - 9 July 2027	London - U.K	Classroom	**€3,360.-**
2 - 6 August 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
6 - 10 September 2027	Dubai - UAE	Classroom	**€2,040.-**
4 - 8 October 2027	London - U.K	Classroom	**€3,360.-**
1 - 5 November 2027	Barcelona - Spain	Classroom	**€3,080.-**
6 - 10 December 2027	Geneva - Switzerland	Classroom	**€4,200.-**