MERCURY

Key Performance Indicators & Optimization Conference

5 – 9 July 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15585_1081340 **Date:** 5 – 9 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

Throughout this Key Performance Indicators KPI and Optimization conference, participants will gain the expertise to establish or enhance measurement systems within their department or company. It bridges operational activities with overarching strategies, emphasizing the pivotal role of success factors and performance metrics.

By dissecting critical success factors CSFs, key results indicators KRIs, and key performance indicators KPIs, participants in this Key Performance Indicators KPI and Optimization training grasp their unique functions and interrelations, empowering them to select the most impactful metrics from the plethora available in organizational settings.

Delve into a robust approach for implementing effective performance measurement systems, explore a diverse array of validated performance measures, and harness the power of Excel to craft insightful Dashboard and Scorecard worksheets. Participants will optimize their performance indicators and drive organizational success with performance optimization techniques and high-performance optimization strategies.

Targeted Groups:

- Individuals engaged in the formulation and execution of Performance Measures.
- Advisors, strategists, and professionals involved in creating Scorecards and Dashboards.
- Functional, Line, and Operational Managers seeking to enhance performance monitoring.
- Managers specializing in Process Improvement and Quality Management.
- Project Managers and leaders within Project Management Offices PMOs.

Conference Objectives:

At the end of this Key Performance Indicators KPI and Optimization conference, the participants will be able to:

- Grasp the advantages of employing a proficient Performance Measurement System.
- Comprehend the intricacies of Strategy and its execution.
- Implement a robust approach for creating and integrating performance metrics.
- Tackle the human aspects involved in implementing performance measurement systems.
- Create and refine Excel-based Dashboards and Scorecards.
- Assess and cherry-pick critical success factors CSFs and performance indicators KRIs/KPIs.

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Targeted Competencies:

At the end of this Key Performance Indicators KPI and Optimization training, the target competencies will:

- Seamlessly integrating performance measures into strategic and operational management frameworks.
- Establish clear connections between Strategy and Operational Activities.
- Proficiently crafting and leveraging performance and outcome indicators.
- Gain insights into critical success factors.
- Employ methodologies for creating and executing Performance Measurement Systems.
- Equip participants with practical resource kits for implementing performance measurements.

Performance Optimization in Action: A Deep Dive into KPIs:

Participants in this Key Performance Indicators KPI and Optimization conference will look at performance optimization, meaning, techniques, and the various tools available to enhance the effectiveness of performance indicators. They will explore how to keep KPIs relevant and actionable, understand the key performance indicators and definitions, and discover how to apply KPI key performance indicators in their organizations to achieve high-performance optimization. It provides a concrete understanding of how performance optimization can significantly impact an organization's success.

Conference Content:

Unit 1: Understanding the Current Situation and the Need for Change:

- Definition of Performance Measurements and Management.
- Identification of the necessity for performance measurement.
- Examination of prevalent measurement methods and their shortcomings.
- Characteristics defining effective measures.
- Explanation of Strategy and its translation into actionable steps.
- Exploration of barriers and success factors impacting Strategy Execution.

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Unit 2: Driving the Mission Statement/Aims into the Organization through Success Factors:

- Establishment of a Strategy-Focused Organization SFO.
- Introduction to the Balanced Scorecard and its four Perspectives.
- Illustrative examples of metrics within the Financial Perspective.
- Definition and significance of Critical Success Factors.
- Understanding the traits of Key Performance Indicators.
- Emphasis on organizational excellence.

Unit 3: Planning to Implement Performance Measurement:

- Establishment of the foundational Best Practice Model for management.
- Guidelines for developing and standardizing Performance Metrics.
- Practical examples of metrics from the Customer Perspective.
- Overview of the six-phase model for successful Performance Measurement System implementation.
- Phase 1: Securing management commitment and assembling a capable team.

Unit 4: Developing and Implementing Success Factors and Performance Measurements:

- Addressing and managing human factors impacting performance measurement.
- Phase 2: Strategic Business Planning Framework for implementation planning.
- Specific examples of metrics from the Process Perspective.
- Implementation Phase 3: Clarifying the success factors and measurements using Balanced Scorecard and Strategy Maps.
- Implementation Phase 4: Performance Contracts Framework.
- Utilization of Excel for Balanced Scorecard development and scoring.
- Illustrative metrics from the Learning and Growth Perspective.

Unit 5: Full-Day Workshop on the Design and Development of Scorecards and Dashboards using EXCEL:

- Advanced Excel features for Dashboard and Scorecard creation.
- Discussion on Dashboard implementation.
- Hands-on exercises: Developing Dashboards and Balanced Scorecards in Excel.
- Phase 5: Finalizing Metrics and Developing a Reporting System.
- Phase 6: Maintenance and Integration of the Measurement System.