MERCURY

Performance Management & KPI Measurement

7 – 11 June 2027
Casablanca (Morocco)



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Ref: 121819_1084201 **Date:** 7 – 11 June 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction

The Performance Management & KPI Measurement course provides an understanding of how organizations design, implement, and improve performance evaluation systems. It explores the principles of aligning employee performance with strategic goals through effective measurement frameworks and key performance indicators. Participants will learn how to establish meaningful performance standards, monitor results, and support continuous improvement across different organizational levels. The program examines modern approaches to performance management, including goal setting, performance reviews, data-driven evaluation, and organizational effectiveness. It focuses on developing practical knowledge to select relevant KPIs and use performance insights to enhance decision-making. Professionals will build performance systems that drive productivity, accountability, and sustainable business success.

Targeted Groups

This Performance Management & KPI Measurement training targets professionals seeking knowledge and skills:

- Managers are responsible for improving employee performance.
- HR professionals manage performance evaluation systems.
- Team leaders are developing measurable business objectives.
- Supervisors are monitoring operational performance indicators.
- Business professionals improving organizational effectiveness.
- Project managers track project success metrics.
- Executives supporting strategic performance management.
- Professionals developing KPI measurement capabilities.

Course Objectives

Participants will achieve the following objectives by completing the Performance Management & KPI Measurement course:

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- Understand the foundations of effective performance management systems.
- Identify the relationship between organizational strategy and performance measurement.
- Develop skills for creating meaningful key performance indicators.
- Analyze different approaches to employee performance evaluation.
- Apply structured methods for setting measurable performance objectives.
- Evaluate performance results using relevant measurement techniques.
- Understand the principles of KPI selection for business improvement.
- Improve decision-making through performance data analysis.
- Design performance-monitoring frameworks that support organizational goals.
- Recognize the challenges affecting the successful implementation of performance management.
- Enhance communication skills for performance discussions and feedback.
- Develop approaches for continuous improvement and employee development.
- Measure organizational success through effective performance indicators.

Targeted Competencies

Participants will gain the following competencies during the Performance Management & KPI Measurement program:

- Understanding modern performance management concepts.
- Designing effective KPI measurement frameworks.
- Aligning performance goals with organizational strategies.
- Evaluating employee performance outcomes.
- Analyzing performance-related business data.
- Developing measurable objectives and targets.
- Improving organizational productivity through evaluation systems.
- Applying performance monitoring techniques.
- Supporting continuous improvement initiatives.
- Enhancing accountability through performance indicators.
- Interpreting KPI results for decision-making.

Studying Scenarios

In this Performance Management & KPI Measurement training, participants develop skills through the following scenarios:

- Analyzing organizational performance challenges and developing suitable measurement approaches.
- Designing KPI frameworks for improving departmental effectiveness.
- Evaluating employee performance cases using structured assessment methods.
- Reviewing business data to identify performance improvement opportunities.
- Creating performance tracking models supporting strategic objectives.

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Course Content

Unit 1: Fundamentals of Performance Management Systems

- Understanding the concept and importance of performance management.
- Exploring the role of performance management in organizational success.
- Examining the relationship between strategy and employee performance.
- Identifying the elements of effective performance management systems.
- Understanding performance planning, monitoring, evaluation, and improvement cycles.
- Exploring differences between traditional and modern performance management approaches.
- Recognizing the importance of continuous performance improvement.
- Understanding how performance management supports organizational culture.

Unit 2: Strategic Goal Setting and Performance Alignment

- Understanding the principles of effective goal-setting practices.
- Linking organizational objectives with individual performance expectations.
- Developing clear and measurable performance objectives.
- Applying methods for aligning team goals with business strategies.
- Exploring the role of strategic planning in performance improvement.
- Understanding goal cascading across organizational levels.
- Identifying factors that influence successful performance alignment.
- Evaluating the importance of realistic and achievable performance targets.

Unit 3: KPI Development and Measurement Techniques

- Understanding the fundamentals of key performance indicators.
- Exploring the role of KPIs in measuring organizational performance.
- Identifying different types of performance indicators and measurements.
- Developing relevant KPIs based on organizational priorities.
- Understanding leading and lagging performance indicators.
- Evaluating KPI effectiveness through measurable criteria.
- Applying KPI measurement techniques for business improvement.
- Understanding the relationship between KPIs and strategic decision-making.

Unit 4: Performance Evaluation and Improvement Strategies

- Understanding effective employee performance evaluation methods.
- Exploring different approaches to performance assessment processes.
- Developing structured performance review frameworks.
- Understanding the importance of constructive performance feedback.
- Identifying common challenges in performance evaluation systems.
- Applying improvement strategies based on performance analysis.
- Exploring methods for improving employee engagement through performance management.
- Understanding the role of coaching and development in performance improvement.

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Unit 5: Advanced Performance Measurement and Business Excellence

- Understanding advanced approaches to performance measurement systems.
- Exploring data-driven performance management practices.
- Analyzing performance trends to support strategic decisions.
- Developing dashboards for monitoring key performance indicators.
- Understanding performance analytics and organizational improvement.
- Evaluating the effectiveness of performance management frameworks.
- Applying integrated approaches for sustainable business performance.
- Exploring future trends in performance measurement and management.

Final Insights & Key Takeaways

The course equips professionals with the essential knowledge to create effective performance systems that link organizational objectives to measurable results. Participants gain a practical understanding of KPI development, performance evaluation, and continuous improvement approaches that support long-term business excellence.