



Key Performance Indicators & Optimization

05 - 20 May 2025
Casablanca (Morocco)



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Ref.: 15220_271926 **Date:** 05 - 20 May 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction:

This key performance indicator KPI and optimization course enable you to implement or upgrade measurement systems in your department or organization. It ensures a robust link between activities and strategy through critical success factors and performance measures.

The key performance indicator KPI and optimization training course delineates the differences and interconnections among critical success factors CSFs, key results indicators KRIs, and key performance indicators KPIs and articulates how each should be utilized for optimal performance.

Participants in this key performance indicator KPI and optimization training will gain insights into defining key performance indicators KPIs and learn to differentiate the most crucial measures from the many indicators organizations often use.

A core training component involves a systematic approach to implementing a successful performance measurement system. It includes a deep dive into a spectrum of proven performance measures and the skillful use of Excel to create impactful Dashboard and Scorecard worksheets.

Performance Optimization:

Understanding and executing performance optimization techniques are vital for sustaining organizational health. The course will explore the meaning of performance optimization and teach you how to apply high-performance optimization to achieve exceptional results. Additionally, it will provide various performance optimization tools to support effective decision-making.

Targeted Groups:

- All personnel involved in developing and implementing Performance Measures.
- Advisors, planners, and specialists in developing Scorecards and Dashboards.
- Functional, Line, and Operational Managers.
- Process Improvement/Quality Managers.
- Project / PMO Managers.

Course Objectives:

By the end of this key performance indicator KPI and optimization course, participants will be equipped to:

- Recognize the myriad benefits of utilizing an effective Performance Measurement System.
- Comprehend the conceptual framework of Strategy and its Execution.
- Deploy a comprehensive methodology for crafting and implementing performance metrics.
- Navigate the human aspects of deploying a performance measurement system.
- Design and create Dashboards and Scorecards leveraging Excel.
- Appraise and select relevant success factors/CSFs and performance metrics/KRIs/KPIs.

Targeted Competencies:

- Integration of performance measures within strategic and operational management systems.
- Linking Strategy to Operational Activities.
- Development and application of performance and result indicators.
- Comprehension of success factors.
- Methods for developing and executing a Performance Measurement System.
- Provision of a pragmatic resource kit for implementing performance measurements.

Course Content:

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

- The Essence of Performance Measurements and Management.
- The imperative for performance measurement.
- Prevail measurement methodologies and their common shortcomings.
- Traits of practical measures.
- Define strategy and its translation into action and Execution.
- Recognize barriers and Success Factors related to Strategy Execution.

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

- Construct a Strategy-Focused Organization SFO.
- Balanced Scorecard and the Performance Metrics - The 4 Perspectives.
- Case Studies on Specific Metrics - Financial Perspective.
- Outline Critical Success Factors.
- Properties of Key Performance Indicators.
- Pursue Organizational Excellence.

Unit 3: Planning to Implement Performance Measurement:

- Foundations for Successful Management - The Best Practice Model.
- Methods to develop and Standardize Performance Metrics.
- Case Studies on Specific Performance Metrics - Customer Perspective.
- The six-stage model for a victorious Performance Measurement System Implementation.
- Implementation Phase 1: Securing management commitment and composing an effective team.

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

- Managing human elements in performance measurement.
- Implementation Phase 2: Strategies for Success - Strategic Business Planning Framework.
- Case studies on Specific Performance Metrics - Process Perspective.
- Implementation Phase 3: Refining success factors and measurements using Balanced Scorecards and Strategy Maps.
- Implementation Phase 4: Establishing Performance Contracts Framework.
- Technique for Developing a Balanced Scorecard: Use Excel for your organization and derive



- the final score.
- Case Studies on Specific Performance Metrics - Learning and Growth Perspective.

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

- Exploring Excel's advanced features for Dashboards and scorecard creation.
- Introduction and discussion on Dashboard essentials:
 - Implementation Phase 5: Finalizing Metrics and Forming a Reporting System.
 - Excel practical exercise - Dashboard Development.
- Excel practical exercise - Balanced Scorecard BSC Creation.
- Implementation Phase 6: Maintaining and Integrating the System.



**Registration form on the :
Key Performance Indicators & Optimization**

code: 15220 **From:** 05 - 20 May 2025 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

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