Strategic KPI and Performance Dashboard Design Training Course

14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #BUI3807_271155

Course Introduction / Overview:

In today's data-centric world, the ability to translate complex data into clear, actionable insights is a critical competitive advantage. This course provides a comprehensive A to Z journey into the art and science of performance measurement, focusing on two core pillars: the strategic development of Key Performance Indicators (KPIs) and the effective design of performance dashboards. Moving beyond simple metric tracking, this program delves into the foundational frameworks that ensure your KPIs are deeply aligned with organizational strategy. We will explore the seminal work of Robert Kaplan and David Norton, particularly their concepts presented in "The Balanced Scorecard: Translating Strategy into Action," to understand how to create a holistic view of business performance. Participants will learn not just how to select metrics, but how to architect a performance management system that drives behavior and achieves strategic objectives. At BIG BEN Training Center, we have designed this immersive experience to equip you with the skills to build dashboards that are not only visually appealing but also serve as powerful tools for communication and data-driven decision-making, transforming raw data into a compelling strategic narrative.

Target Audience / This training course is suitable for:

- Business Analysts and Data Analysts.
- Department Managers and Team Leaders.
- Project and Program Managers.
- Finance Professionals and Controllers.
- Strategic Planners and Corporate Performance Managers.
- IT Professionals involved in Business Intelligence.
- Executives and Senior Leadership.
- Human Resources Professionals.
- Marketing and Sales Managers.
- Operations Managers and Supervisors.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Technology and Telecommunications.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Energy and Utilities.
- Logistics and Supply Chain Management.
- Education and Non-Profit Organizations.

Target Organizations Departments:

- Finance and Accounting.
- Operations and Production.
- Strategy and Corporate Planning.
- Marketing and Sales.
- Human Resources.
- Information Technology and Business Intelligence.
- Project Management Office (PMO).
- Customer Service and Support.
- Research and Development (R&D).
- Procurement and Supply Chain.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop meaningful KPIs that are directly aligned with strategic business goals.
- Apply proven frameworks like the Balanced Scorecard and OKRs for performance management.
- Design visually effective and intuitive dashboards for different audiences.
- Utilize data visualization best practices to communicate complex information clearly.
- Master the art of data storytelling to drive action and informed decision-making.
- Implement a structured process for dashboard development from concept to deployment.
- Establish robust data governance principles for maintaining KPI integrity.
- Critically evaluate and select appropriate metrics for various business functions.
- Foster a data-driven culture within their teams and organization.
- Lead initiatives to review, refine, and continuously improve performance measurement systems.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a professional context. We believe in learning by doing, so the course heavily emphasizes hands-on exercises, real-world case studies, and collaborative group work. Participants will engage in practical sessions where they will design dashboard prototypes and develop KPI frameworks for sample business scenarios. The training combines expert-led presentations on core theories and principles with interactive workshops that encourage active participation and knowledge sharing. Facilitated discussions and peer-to-peer feedback sessions are integral to the learning process, allowing attendees to explore diverse perspectives and solve complex problems collectively. Our approach moves beyond theoretical lectures to create a dynamic learning environment where participants build tangible skills, receive personalized feedback, and leave with the confidence to implement effective performance measurement systems within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Performance Management

- Introduction to performance management and its strategic importance.
- The difference between data, metrics, and Key Performance Indicators (KPIs).
- Defining strategic objectives, goals, and critical success factors.
- Understanding leading versus lagging indicators.
- The SMART criteria for effective metric setting.
- Common pitfalls in performance measurement and how to avoid them.
- The role of KPIs in fostering a data-driven organizational culture.

Unit Two: Developing KPIs and Strategic Frameworks

- A deep dive into the Balanced Scorecard (BSC) framework.
- Exploring the Objectives and Key Results (OKRs) methodology.
- Techniques for cascading strategic goals into departmental and individual KPIs.
- Conducting KPI workshops and engaging stakeholders.
- Mapping processes to identify relevant operational metrics.
- Benchmarking performance against industry standards.
- Creating a comprehensive KPI dictionary and documentation.

Unit Three: Principles of Effective Dashboard Design

- Introduction to data visualization and its psychological principles.
- Choosing the right chart or graph for your data.
- Best practices for dashboard layout, composition, and flow.
- The strategic use of color, shape, and size in data visualization.
- Avoiding common design mistakes like chartjunk and data overload.
- Principles of UI/UX design for interactive and user-friendly dashboards.
- Designing for different audiences: strategic, analytical, and operational dashboards.

Unit Four: Building and Implementing Performance Dashboards

- The dashboard development lifecycle from requirements to launch.
- Techniques for gathering and documenting user requirements.
- Data sourcing, integration, and quality assurance strategies.
- Prototyping and wireframing dashboard designs for feedback.
- Conducting User Acceptance Testing (UAT) for dashboards.
- An overview of common dashboard tools and platforms.
- Best practices for deploying and rolling out dashboards across an organization.

Unit Five: Data Storytelling, Governance, and Continuous Improvement

- Transforming data into insights through data storytelling.
- Crafting compelling narratives to communicate performance.
- Presenting data effectively to executive audiences.
- Establishing a KPI governance framework for data integrity and consistency.
- The process for regularly reviewing and retiring obsolete KPIs.
- Strategies for driving user adoption and engagement with dashboards.
- Future trends in performance management and business intelligence.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization effectively balance the drive for quantifiable, data-driven KPIs with the essential, yet often unquantifiable, aspects of innovation, employee morale, and culture?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic and integrated approach that bridges the critical gap between high-level strategy and practical data visualization. Unlike programs that treat KPI development and dashboard design as separate disciplines, we teach them as two sides of the same coin. Our curriculum is built on the philosophy that a dashboard is only as valuable as the strategic thinking behind its metrics. We place significant emphasis on foundational frameworks, ensuring participants learn not just how to build a chart, but why a particular metric is crucial for driving business outcomes. Furthermore, the course focuses heavily on the art of data storytelling and communication, a skill often overlooked in technical training. We equip participants with the ability to transform their dashboards from static reports into compelling narratives that inspire action and influence executive decisions. The methodology is vendor-agnostic, focusing on universal principles of design and strategy that are applicable across any software or platform, ensuring the skills learned are timeless and transferable.