Effective Performance Management and KPI Development Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #HR5664_289286

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the principles and practices of modern performance management and the effective development of Key Performance Indicators (KPIs). In today's competitive landscape, organizations need robust systems to align individual efforts with strategic objectives, and this course is designed to equip participants with the necessary tools and knowledge to build and sustain such systems. Moving beyond mere theory, the curriculum focuses on practical application, drawing from seminal works in the field such as "The Balanced Scorecard: Translating Strategy into Action" by Robert S. Kaplan and David P. Norton. Participants will learn how to translate high-level strategy into meaningful, measurable actions for every team and individual. BIG BEN Training Center has developed this program to empower leaders and professionals to foster a culture of continuous improvement, drive accountability, and ultimately achieve superior organizational results through a data-driven performance framework. This journey from A to Z covers everything from foundational concepts to advanced implementation strategies, ensuring a holistic understanding of how to link performance metrics directly to business success and strategic goal attainment.

Target Audience / This training course is suitable for:

- Human Resources Managers and Professionals.
- Department Heads and Team Leaders.
- Project Managers and Program Managers.
- Business Analysts and Strategy Planners.
- Operations Managers and Supervisors.
- Executives and Senior Management.
- Anyone involved in performance measurement and improvement.

Target Sectors and Industries:

- Banking and Financial Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources.
- Operations and Production.
- Finance and Accounting.
- Strategic Planning.
- Sales and Marketing.
- Project Management Office (PMO).
- Quality Assurance.

Course Offerings:

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

- Design and implement a comprehensive performance management system from scratch.
- Develop meaningful, measurable, and strategically aligned Key Performance Indicators (KPIs).
- Apply the Balanced Scorecard framework to translate strategy into operational objectives.
- Master the art of setting SMART goals and cascading them throughout the organization.
- Conduct effective performance appraisal meetings that motivate and develop employees.
- Create and manage performance improvement plans (PIPs) for underperforming staff.
- Utilize performance data to make informed business decisions and drive continuous improvement.
- Foster a high-performance culture based on transparency, feedback, and accountability.
- Link performance management outcomes to reward and recognition systems effectively.
- Develop KPI dashboards for clear and concise performance reporting.

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 the workplace. This course moves beyond traditional lectures to create an immersive, experiential learning environment. A significant portion of the program is dedicated to hands-on exercises, including workshops on developing KPIs for various business scenarios and creating strategy maps using the Balanced Scorecard framework. Participants will work in teams on real-world case studies, analyzing organizational challenges and designing effective performance management solutions. Group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and experiences, enriching the learning process for all. Role-playing activities, particularly for conducting performance feedback sessions, will provide a safe space to practice and refine crucial communication skills. Our expert facilitators foster a collaborative atmosphere, providing personalized feedback and guiding participants through complex concepts. The methodology emphasizes a blend of proven theories and their practical application, ensuring a deep and lasting understanding of the subject matter.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Performance Management

- The evolution and importance of performance management.
- Defining the performance management cycle and its key components.
- Linking performance management to organizational strategy and vision.
- Understanding the difference between performance management and performance appraisal.
- Identifying common pitfalls in performance management systems.
- The role of managers and employees in a successful system.
- Establishing a framework for a high-performance culture.

Unit Two: Developing and Implementing Key Performance Indicators (KPIs)

- What defines a Key Performance Indicator (KPI)?
- Differentiating between leading and lagging indicators.
- The process of selecting the right KPIs for your business.
- Applying the SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to KPIs.
- Techniques for data collection and ensuring data integrity.
- Avoiding vanity metrics and focusing on actionable insights.
- Developing Key Result Areas (KRAs) for different roles.

Unit Three: The Balanced Scorecard and Strategic Alignment

- Introduction to the Balanced Scorecard by Kaplan and Norton.
- Exploring the four perspectives: Financial, Customer, Internal Business Process, and Learning & Growth.
- Building a strategy map to visualize cause-and-effect relationships.
- The process of cascading objectives and measures from the corporate to the individual level.
- Aligning departmental and individual goals with the strategic plan.
- Using the Balanced Scorecard for strategic communication and management.
- Case studies of successful Balanced Scorecard implementation.

Unit Four: Executing the Performance Management Cycle

- Best practices for collaborative goal setting and objective alignment.
- The power of continuous feedback and coaching throughout the year.
- Techniques for conducting effective and motivational performance review meetings.
- Understanding and mitigating common biases in performance evaluation.
- Implementing 360-degree feedback systems effectively.
- Documenting performance discussions and outcomes accurately.
- Managing difficult conversations and addressing underperformance constructively.

Unit Five: Data Analysis, Reporting, and Continuous Improvement

- Designing effective performance dashboards and reports.
- Analyzing performance data to identify trends and root causes.
- Using performance insights to inform strategic decision-making.
- Developing and managing Performance Improvement Plans (PIPs).
- Linking performance results to compensation, rewards, and recognition.
- The role of technology in automating and enhancing performance management.
- Auditing and refining the performance management system for long-term success.

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 need for standardized, quantitative KPIs with the equally important, yet often unquantifiable, aspects of employee contribution like innovation and collaboration?

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

This course distinguishes itself by moving beyond theoretical frameworks to a deeply practical and implementation-focused methodology. While many programs discuss what KPIs and performance management are, this course dedicates significant time to the 'how'. Participants will not just learn about the Balanced Scorecard; they will actively build strategy maps and cascade objectives in hands-on workshops, a practical skill often overlooked. The curriculum, curated by experts at BIG BEN Training Center, emphasizes the critical link between strategic intent and daily operations, ensuring that every metric developed is meaningful and drives desired behaviors. Unlike courses that offer a one-size-fits-all solution, this program teaches a diagnostic approach, enabling participants to design a performance management system tailored to their organization's unique culture, industry, and strategic goals. It places a strong emphasis on the human element, with dedicated modules on coaching, delivering feedback, and managing difficult conversations, recognizing that the success of any system hinges on the quality of its execution by managers. The focus is on building sustainable capability, not just providing temporary knowledge.