Competency-Based Performance and KPI Management Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR6453_260666

Course Introduction / Overview:

This course provides a comprehensive framework for designing and implementing effective performance management systems rooted in organizational competencies and driven by Key Performance Indicators (KPIs). Moving beyond traditional appraisal methods, this program explores a strategic approach that aligns individual and team performance with overarching business objectives. We will delve into the principles articulated by thought leaders such as Dave Ulrich, focusing on how HR practices can deliver tangible value and build organizational capability. Participants will learn to create robust competency models and translate strategic goals into meaningful KPIs, a concept thoroughly explored in works like "The Balanced Scorecard" by Robert S. Kaplan and David P. Norton. This training course from BIG BEN Training Center is designed to be highly practical, equipping attendees with the tools to foster a culture of continuous improvement, data-driven decision-making, and employee development. By integrating competency frameworks with KPI-based performance metrics, organizations can create a transparent, fair, and motivating environment that not only measures result but also develops the behaviors needed to achieve them, ensuring long-term sustainable success. This holistic methodology transforms performance management from a retrospective administrative task into a forward-looking strategic tool for talent management and organizational growth.

Target Audience / This training course is suitable for:

- Human Resources Managers and Professionals.
- Team Leaders and Supervisors.
- Department Heads and Line Managers.
- Organizational Development Specialists.
- Talent Management Professionals.
- Strategic Planning Executives.
- Business Owners and Senior Leaders.
- Anyone involved in employee performance evaluation and development.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Governmental agencies and public sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources.
- Operations Management.
- Sales and Marketing.
- Finance and Accounting.
- Customer Service.
- Project Management.
- Strategic Planning.
- All departments with line management responsibilities.

Course Offerings:

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

- Design and implement a comprehensive competency framework from scratch.
- Develop meaningful, strategy-aligned Key Performance Indicators (KPIs) for various roles.
- Integrate competency models with the performance appraisal process effectively.
- Conduct fair and constructive performance feedback and coaching sessions.
- Create and manage effective Performance Improvement Plans (PIPs).
- Link performance outcomes to reward, recognition, and development systems.
- Utilize performance data and analytics to inform strategic HR decisions.
- Champion a culture of high performance and continuous feedback within the organization.
- Align individual, team, and departmental goals with corporate strategy.
- Differentiate between leading and lagging indicators for proactive management.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in the workplace. We move beyond theoretical lectures to foster a dynamic learning environment built on active participation. The course heavily utilizes real-world case studies, allowing attendees to analyze complex performance management scenarios and develop strategic solutions. Through collaborative group exercises and workshops, participants will work together to design competency models, set KPIs, and role-play challenging feedback conversations. These interactive sessions are crucial for building practical skills and understanding diverse perspectives. Our expert facilitators encourage open discussion and knowledge sharing, creating a space where participants can address their specific organizational challenges. Continuous feedback is a core component of the methodology, with facilitators providing personalized guidance throughout the training. This blended approach of expert instruction, peer-to-peer learning, and hands-on application ensures a deep and lasting understanding of competency-based performance management principles and practices.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Performance Management

- Introduction to performance management and its evolution.
- The strategic importance of linking performance to organizational goals.
- Understanding the competency-based approach to human resources.
- Differentiating between core, functional, and leadership competencies.
- The complete performance management cycle from planning to review.
- Common pitfalls in traditional performance appraisal systems.
- Setting the stage for a high-performance culture.

Unit Two: Designing Competency Frameworks and Setting KPIs

- Step-by-step guide to developing a custom competency model.
- Methods for competency mapping and profiling roles.
- Introduction to Key Performance Indicators (KPIs) and their purpose.
- The art of writing SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives.
- Aligning KPIs with strategic objectives using the Balanced Scorecard framework.
- Distinguishing between leading and lagging indicators.
- Developing KPI dashboards for effective performance tracking.

Unit Three: Conducting Effective Performance Appraisals and Feedback

- Planning and preparing for the performance review meeting.
- Techniques for conducting objective and bias-free evaluations.
- The role of 360-degree feedback in holistic performance assessment.
- Mastering the art of giving constructive and motivational feedback.
- Utilizing coaching techniques to foster employee development.
- Handling difficult conversations and defensive reactions.
- Documenting performance discussions accurately and legally.

Unit Four: Managing Performance and Driving Improvement

- Linking performance evaluation to compensation and rewards.
- Designing non-monetary recognition programs to boost morale.
- Identifying and addressing the root causes of underperformance.
- Developing and implementing effective Performance Improvement Plans (PIPs).
- Connecting performance outcomes to career pathing and succession planning.
- The manager's role as a coach and mentor for continuous growth.
- Strategies for managing high-potential and high-performing employees.

Unit Five: Advanced Topics and Future Trends in Performance Management

- Leveraging technology and HR software for performance management.
- Using performance analytics to identify trends and inform strategy.
- The shift towards continuous performance management and regular check-ins.
- Integrating performance management with overall talent management systems.
- Ensuring legal compliance and fairness in performance processes.
- Measuring the ROI of your performance management system.
- Future-proofing your organization's performance strategy.

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 balance the need for standardized, data-driven KPI metrics with the human-centric, developmental focus of competency-based coaching?

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

This course distinguishes itself by offering a deeply integrated and strategic perspective on performance management, moving beyond the mere mechanics of setting goals and conducting reviews. While other programs may treat competencies and KPIs as separate topics, our curriculum is built on the synergy between them, teaching participants how to weave behavioral excellence with measurable outcomes. We emphasize the "why" behind the "what," ensuring that every tool and technique is grounded in strategic business alignment. The course content is not just theoretical; it is a practical roadmap for cultural transformation, focusing on how to build a system that managers will champion and employees will trust. We dedicate significant time to the nuanced skills of coaching and delivering feedback, recognizing that the human element is the most critical factor in performance improvement. Rather than just presenting a set of best practices, we facilitate a process of critical thinking, enabling participants to design a bespoke performance management system that is perfectly tailored to their organization's unique culture, industry, and strategic objectives, ensuring sustainable impact long after the training is complete.