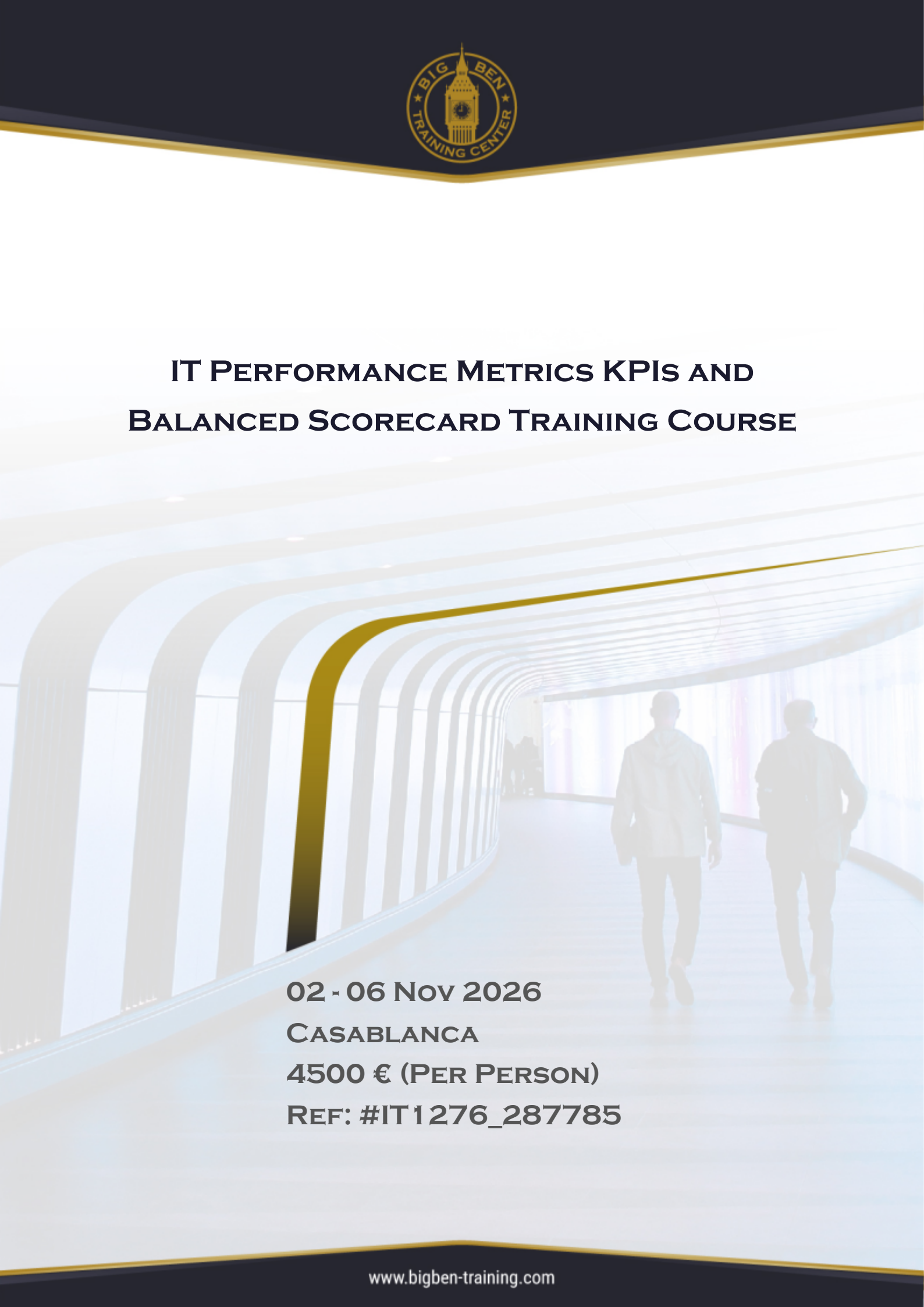
IT Performance Metrics KPIs and Balanced Scorecard Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IT1276_287785

Course Introduction / Overview:

In today's data-driven landscape, the Information Technology department is no longer a cost center but a strategic partner essential for business success. However, demonstrating this value requires a systematic and robust approach to performance measurement. This course provides a comprehensive framework for moving beyond simple operational metrics to a strategic performance management system. We will delve deep into the methodologies of Key Performance Indicators (KPIs) and the Balanced Scorecard (BSC), a concept pioneered by Robert S. Kaplan and David P. Norton in their seminal work, "The Balanced Scorecard: Translating Strategy into Action". Participants will learn not just the theory but the practical application of these tools to translate IT strategy into measurable objectives and tangible results. This program offered by BIG BEN Training Center is designed to empower IT professionals to effectively measure, manage, and communicate the value their department delivers. By mastering these skills, you will be equipped to align IT initiatives directly with overarching business goals, justify investments, and drive continuous improvement across your technology landscape, ensuring IT is a recognized driver of organizational growth and innovation.

Target Audience / This training course is suitable for:

- Chief Information Officers (CIOs) and IT Directors.
- IT Managers and Team Leaders.
- IT Project Managers and Program Managers.
- Business Analysts and Systems Analysts.
- IT Governance, Risk, and Compliance Professionals.
- Performance Management Specialists.
- Strategic Planners and Corporate Strategists.
- Anyone involved in measuring and improving IT performance.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Information Technology and Telecommunications.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Education and Research Institutions.

Target Organizations Departments:

- Information Technology Department.
- Project Management Office (PMO).
- Strategic Planning and Business Development.
- Finance and Accounting.
- Operations Management.
- Quality Assurance and Control.
- Internal Audit and Compliance.
- Human Resources.

Course Offerings:

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

- Align IT objectives with the overall strategic goals of the organization.
- Develop meaningful, measurable, and actionable Key Performance Indicators (KPIs) for various IT functions.
- Design and construct a comprehensive IT Balanced Scorecard from the ground up.
- Translate high-level IT strategy into a clear and actionable strategy map.
- Establish effective data collection and reporting mechanisms for IT performance.
- Analyze performance data to identify trends, challenges, and opportunities for improvement.
- Communicate IT performance and value effectively to executive leadership and key stakeholders.
- Implement a culture of continuous improvement driven by performance metrics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply the concepts learned in their own work environments. This course moves beyond theoretical lectures to incorporate a blended learning approach. Mornings will feature expert-led presentations on core concepts, frameworks, and best practices in IT performance measurement. These sessions are enriched with real-world examples and case studies from various industries, illustrating both successes and common pitfalls. The afternoons are dedicated to hands-on workshops and collaborative exercises where participants will work in groups to develop sample KPIs, design strategy maps, and build a mock IT Balanced Scorecard. This practical application is crucial for reinforcing learning and building confidence. Ample time is allocated for group discussions, peer-to-peer feedback, and Q&A sessions, fostering a dynamic learning environment. Our approach ensures that participants leave not just with knowledge, but with the practical skills and tools necessary to implement a robust IT performance management system within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic IT Performance Measurement

- Introduction to IT performance management.
- The strategic importance of measuring IT value.
- Differentiating between metrics, KPIs, and Key Result Areas (KRAs).
- Aligning IT strategy with corporate business objectives.
- Exploring frameworks like ITIL and COBIT for performance measurement.
- Identifying key stakeholders and their performance expectations.
- Conducting a SWOT analysis for the IT department.

Unit Two: Developing and Implementing Effective IT KPIs

- The anatomy of a powerful Key Performance Indicator.
- Applying the SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to IT KPIs.
- Distinguishing between leading and lagging indicators.
- Developing KPIs for IT infrastructure and operations.
- Creating KPIs for application development and support.
- Formulating KPIs for IT service management and the help desk.
- Workshop on drafting and refining KPIs for specific scenarios.

Unit Three: The IT Balanced Scorecard (BSC) Framework

- History and core principles of the Balanced Scorecard.
- Adapting the four BSC perspectives for IT: Financial, Customer, Internal Process, and Learning & Growth.
- Creating an IT strategy map to visualize cause-and-effect relationships.
- Defining strategic objectives for each of the four IT perspectives.
- Linking strategic objectives to specific KPIs and initiatives.
- Case study analysis of a successful IT Balanced Scorecard implementation.
- Common mistakes to avoid when designing an IT BSC.

Unit Four: Data Collection, Analysis, and Reporting

- Identifying reliable data sources for IT KPIs.
- Strategies for automating data collection and aggregation.
- Designing effective IT performance dashboards and reports.
- Principles of data visualization for communicating performance.
- Techniques for analyzing performance data to uncover insights.
- Establishing performance baselines and setting realistic targets.
- Tools and technologies for IT performance reporting.

Unit Five: Managing with Data and Communicating Value

- Using the IT Balanced Scorecard for strategic decision-making.
- Integrating performance measurement into regular management routines.
- Cascading the IT Balanced Scorecard to teams and individuals.
- Techniques for presenting IT performance results to non-technical executives.
- Managing resistance and driving adoption of the new performance system.
- The role of the BSC in fostering a culture of continuous improvement.
- Final project presentation of a sample IT Balanced Scorecard.

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:

Beyond tracking efficiency, how can an IT Balanced Scorecard be leveraged to drive genuine innovation and cultural change within an organization?

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

This course distinguishes itself by focusing intensely on the strategic link between IT performance and overall business value, moving participants beyond the confines of traditional, siloed operational metrics. While many courses may explain what KPIs and Balanced Scorecards are, our program is built around the practical application of these tools to solve real-world business challenges. We emphasize the "how" and "why" not just the "what". Participants engage in hands-on workshops to build a strategy map and a complete IT Balanced Scorecard from scratch, a practical experience that solidifies learning and builds implementation confidence. Furthermore, a significant portion of the curriculum is dedicated to the often-overlooked "soft skills" of performance management, such as stakeholder communication, change management, and presenting complex data to executive audiences. The course is not about software tools but about developing a strategic mindset. It equips IT leaders to articulate their department's value in the language of the business, transforming the IT function from a technical service provider into a true strategic partner