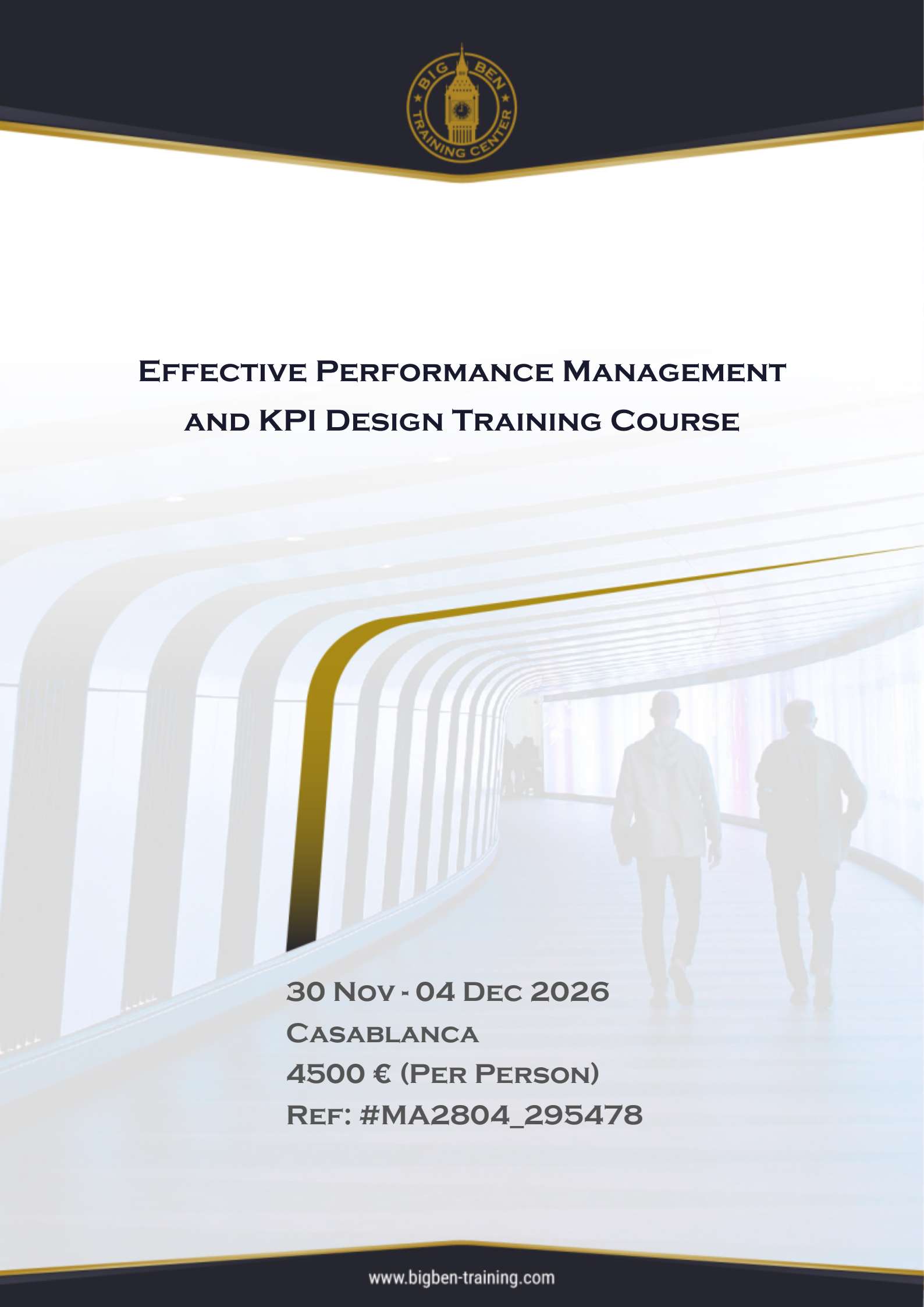
Effective Performance Management and KPI Design Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA2804_295478

Course Introduction / Overview:

This comprehensive training course is designed to equip professionals with the essential skills to build and manage a robust performance management system. In today's competitive landscape, aligning individual and team efforts with overarching organizational goals is paramount for sustainable success. This program moves beyond theoretical concepts to provide a practical, step-by-step guide for designing, implementing, and refining Key Performance Indicators (KPIs) that drive meaningful results. Drawing upon foundational principles articulated by performance management experts like Robert S. Kaplan and David P. Norton in their seminal work, "The Balanced Scorecard: Translating Strategy into Action," participants will learn how to translate high-level strategy into actionable performance metrics. At BIG BEN Training Center, we have developed a curriculum that addresses the entire performance management cycle, from setting clear objectives and developing relevant KPIs to conducting effective performance appraisals and fostering a culture of continuous improvement. This course will empower you to create a transparent, fair, and motivating performance framework that enhances employee engagement, boosts productivity, and ensures strategic alignment across all levels of your organization.

Target Audience / This training course is suitable for:

- Human Resources Managers and Professionals.
- Department Heads and Team Leaders.
- Strategic Planning and Corporate Performance Managers.
- Project Managers and Program Coordinators.
- Operations Managers and Supervisors.
- Business Analysts and Consultants.
- Executives and Senior Leaders seeking to drive performance.
- Anyone involved in employee performance evaluation and development.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Information Technology and Telecommunications.
- Retail and Consumer Goods.
- Governmental and Public Sector Organizations.
- Oil and Gas and Energy.
- Consulting and Professional Services.
- Education and Non-Profit Organizations.

Target Organizations Departments:

- Human Resources.
- Operations and Production.
- Finance and Accounting.
- Strategic Planning and Business Development.
- Sales and Marketing.
- Project Management Office (PMO).
- Quality Assurance and Control.
- Customer Service.
- Information Technology.

Course Offerings:

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

- Develop a comprehensive performance management framework aligned with strategic goals.
- Design and implement meaningful Key Performance Indicators (KPIs) for various departments.
- Differentiate between leading and lagging indicators and use them effectively.
- Apply the Balanced Scorecard methodology to measure performance holistically.
- Set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives.

- Cascade organizational goals down to individual performance targets.
- Conduct effective performance appraisal meetings and provide constructive feedback.
- Create and utilize KPI dashboards for performance monitoring and reporting.
- Develop performance improvement plans for underperforming employees.
- Foster a culture of continuous feedback and performance-driven accountability.
- Analyze performance data to make informed business decisions.
- Link performance management outcomes to reward and recognition 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 the workplace. We believe in a blended learning approach that combines expert-led instruction with hands-on activities. The course will feature interactive presentations, real-world case study analysis, and group discussions to explore the challenges and best practices in performance management. A significant portion of the training will be dedicated to practical workshops where participants will work in teams to design KPIs for sample business scenarios, build a Balanced Scorecard, and role-play performance feedback sessions. This experiential learning is reinforced with peer-to-peer feedback and expert coaching from the instructor. Participants will be encouraged to share their own professional experiences, creating a rich and collaborative learning environment. The focus is on building tangible skills, providing practical tools, and developing the confidence needed to implement an effective performance management and KPI system.

Course Agenda (Course Units):

Unit One: Fundamentals of Strategic Performance Management

- Introduction to performance management concepts and history.
- The strategic importance of an effective performance management system.
- Understanding the complete performance management cycle.
- Linking organizational strategy, objectives, and individual performance.
- Common pitfalls in performance management and how to avoid them.
- Defining the roles and responsibilities of managers and HR.
- Exploring the differences between performance management and performance appraisal.

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

- What defines a Key Performance Indicator (KPI)?.
- Differentiating between goals, metrics, and KPIs.
- Characteristics of effective KPIs using the SMART criteria.
- Understanding leading vs. lagging indicators and their application.
- Introduction to the Balanced Scorecard framework (Financial, Customer, Internal Process, Learning & Growth).
- Practical workshop on drafting KPIs for different business functions.
- Techniques for selecting the right KPIs and avoiding vanity metrics.

Unit Three: Data Collection, Measurement, and Analysis

- Establishing baselines and setting realistic performance targets.
- Methods for reliable and consistent data collection.
- Introduction to data visualization for performance reporting.
- Designing effective KPI dashboards and scorecards.
- Analyzing performance trends and identifying root causes of deviations.
- Using performance data for strategic decision-making.
- Ensuring data integrity and accuracy in performance measurement.

Unit Four: Implementing the Performance Management System

- Cascading strategic objectives and KPIs throughout the organization.
- Gaining buy-in from senior leadership and employees.
- The manager's role in coaching and performance conversations.
- Techniques for conducting effective performance review meetings.
- Giving and receiving constructive feedback.
- Documenting performance and maintaining accurate records.
- Integrating performance management with other HR systems.

Unit Five: Advanced Topics and Continuous Improvement

- Managing underperformance and creating Performance Improvement Plans (PIPs).
- Linking performance results to compensation, rewards, and recognition.
- The evolution towards continuous performance management and feedback.
- Leveraging technology and software for performance management.
- Conducting 360-degree feedback assessments effectively.
- Auditing and refining your performance management system over time.
- Developing a high-performance culture within the organization.

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 assessment of qualitative contributions and innovative behaviors that are harder to measure?

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

This course distinguishes itself by adopting a holistic and strategic perspective on performance management, rather than focusing narrowly on the mechanics of KPI creation. While many programs teach what KPIs are, we emphasize why they matter and how they must be deeply integrated into the organization's strategic fabric. Our curriculum is built around a practical, implementation-focused framework, moving participants from theory to application through extensive use of real-world case studies and hands-on workshops. A key differentiator is our focus on the human element of performance management; we dedicate significant time to developing skills in communication, coaching, and delivering constructive feedback, which are critical for fostering employee engagement and a positive performance culture. Furthermore, the course content is continuously updated to reflect modern trends, such as the shift from annual appraisals to continuous feedback loops and the integration of technology. Participants leave not just with a set of tools, but with a comprehensive understanding of how to build, manage, and sustain a performance system that drives genuine organizational improvement and aligns every employee with a shared vision of success.