KPI-Driven Strategic Performance Management Training Course



07 - 11 Dec 2026

Madrid

5900 € (Per Person)

Ref: #PLA1038_20217

Course Introduction / Overview:

This comprehensive training course is designed to equip professionals with the essential skills to translate organizational strategy into measurable results through effective Key Performance Indicators (KPIs) and robust performance management systems. In today's competitive landscape, a clear strategy is only as good as its execution, and this course bridges that critical gap. We will delve into the core principles of strategic planning, performance measurement, and continuous improvement, moving beyond mere theory to practical application. Participants will learn how to design, implement, and manage a KPI framework that aligns every department and individual with the overarching corporate objectives. Drawing upon seminal works in the field, such as "The Balanced Scorecard: Translating Strategy into Action" by Robert S. Kaplan and David P. Norton, this program provides a structured approach to performance management. BIG BEN Training Center has developed this course to empower leaders and managers to make data-driven decisions, foster a culture of accountability, and drive sustainable organizational growth by mastering the art and science of strategic performance management.

Target Audience / This training course is suitable for:

- Strategy Managers and Planners.
- Performance Management Specialists.
- Department Heads and Team Leaders.
- Project Managers and PMO Members.
- Human Resources Professionals.
- Business Analysts and Data Analysts.
- Financial Controllers and Planners.
- Executives and Senior Managers seeking to improve organizational performance.

Target Sectors and Industries:

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

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive strategic plan aligned with organizational vision and mission.
- Design and implement meaningful Key Performance Indicators (KPIs) for various departments.
- Master the principles and application of the Balanced Scorecard framework.
- Differentiate between leading and lagging indicators to predict future performance.
- Establish a robust performance measurement and data collection system.
- Create effective performance dashboards and reports for strategic decision-making.
- Cascade strategic objectives and KPIs throughout the organization.
- Link performance management to employee appraisal and reward systems.
- Foster a culture of continuous improvement and high performance.
- Analyze performance data to identify trends, challenges, and opportunities.

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. We utilize a blend of expert-led presentations, real-world case study analyses, and interactive group discussions to explore complex concepts in strategic performance management. A significant portion of the training is dedicated to hands-on workshops where participants will work in teams to develop strategic maps, design KPI frameworks, and build sample performance dashboards. These practical exercises provide a safe space to apply new tools and techniques while receiving constructive feedback from the instructor and peers. The methodology emphasizes collaborative problem-solving and knowledge sharing, allowing participants to learn from the diverse experiences within the group. Action planning sessions are integrated to help each participant develop a clear roadmap for implementing these strategies within their own organization, ensuring a tangible return on investment.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Management and Planning

- Introduction to strategic management concepts.
- Defining organizational vision, mission, and core values.
- Conducting comprehensive SWOT and PESTLE analysis.
- Understanding different strategic models and frameworks.
- The role of leadership in driving strategy.
- Aligning departmental goals with corporate strategy.
- Communicating the strategic plan effectively across the organization.

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

- What defines an effective Key Performance Indicator (KPI)?.
- The critical difference between metrics and KPIs.
- Utilizing the SMART criteria for KPI development.
- Distinguishing between leading and lagging indicators.
- The process of selecting the right KPIs for your business.
- Avoiding common pitfalls in KPI implementation.
- Developing a comprehensive KPI dictionary or library.

Unit Three: Strategic Performance Management Frameworks

- In-depth exploration of the Balanced Scorecard (BSC) methodology.
- Understanding the four perspectives of the BSC.
- Introduction to Objectives and Key Results (OKRs) as a goal-setting framework.
- Comparing and contrasting BSC and OKRs.
- Cascading objectives and KPIs from corporate to individual levels.
- Building strategy maps to visualize cause-and-effect relationships.
- Integrating performance frameworks with existing management systems.

Unit Four: Data Collection, Measurement, and Reporting

- Establishing reliable data collection processes for KPIs.
- Ensuring data integrity and accuracy.
- Principles of effective performance dashboard design.
- Techniques for data visualization to communicate insights.
- Developing and presenting compelling performance review reports.
- Automating performance reporting where possible.
- Using performance data for forecasting and predictive analysis.

Unit Five: Driving a High-Performance Culture and Execution

- Linking performance results to recognition and reward systems.
- Conducting effective performance review meetings.
- Using KPI results to drive continuous improvement initiatives.
- Overcoming common barriers to strategy execution.
- The manager's role in coaching for performance.
- Fostering accountability and ownership throughout the organization.
- Creating a personal action plan for implementing course learnings.

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:

In an era of rapid technological change and market disruption, how can organizations maintain the relevance of their long-term strategic KPIs without stifling innovation and agility?

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

This course distinguishes itself by adopting a holistic and integrative approach to performance management, moving beyond the mere mechanics of creating metrics. While many programs focus narrowly on KPI selection, our curriculum emphasizes the critical link between strategic intent and operational execution. We focus on the "why" behind the "what," ensuring participants understand how to build a performance management system that genuinely drives desired behaviors and outcomes. The content is deeply rooted in established academic frameworks, such as the Balanced Scorecard, yet is delivered with a strong practical focus on real-world challenges. A key differentiator is the emphasis on fostering a high-performance culture, addressing the human elements of change management, communication, and leadership that are essential for any performance system to succeed. Participants will not just learn to measure performance; they will learn how to manage it, influence it, and align it with the dynamic needs of the business, making them strategic partners in their organization's success.