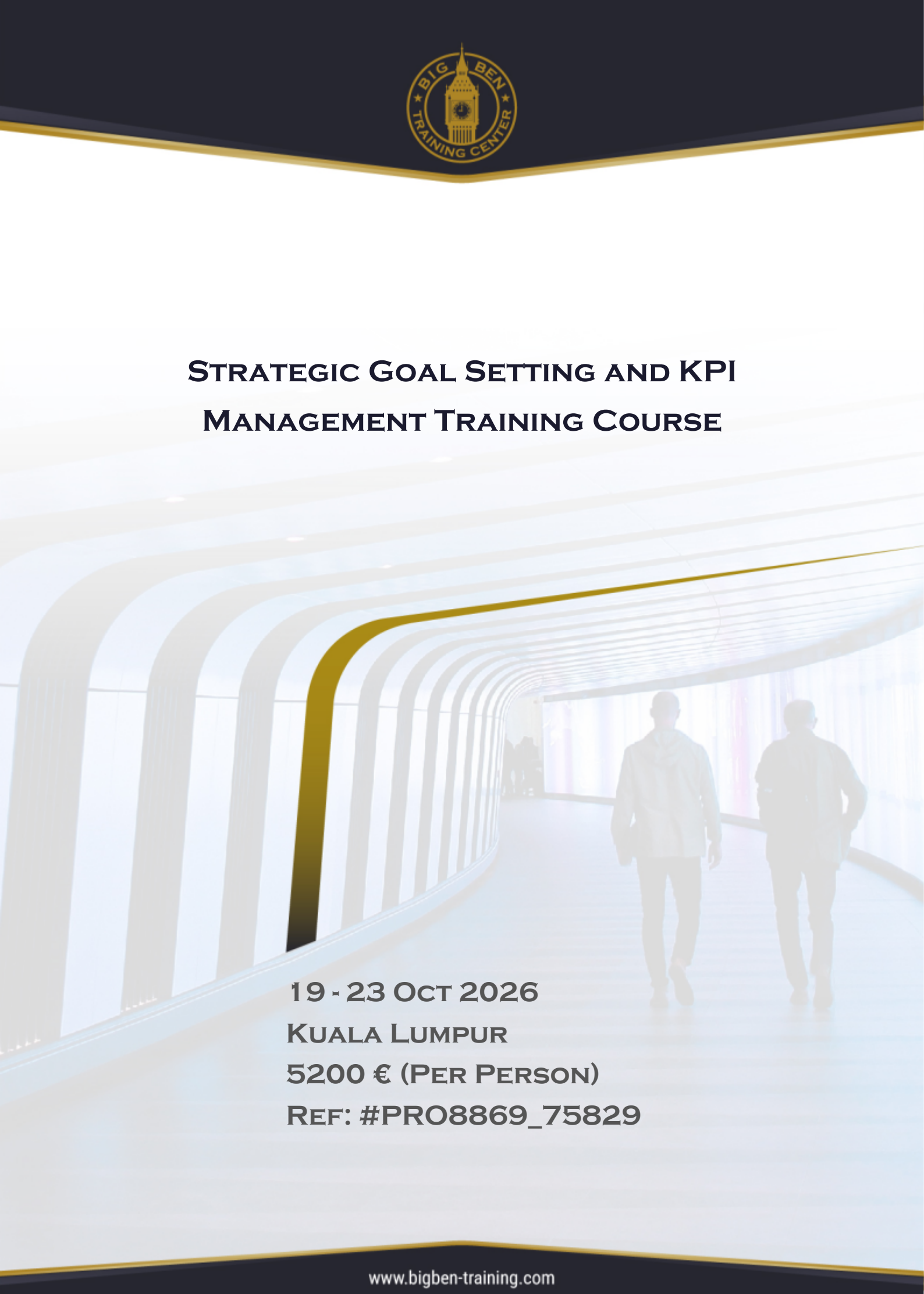
Strategic Goal Setting and KPI Management Training Course



19 - 23 Oct 2026

Kuala Lumpur

5200 € (Per Person)

Ref: #PRO8869_75829

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for translating organizational strategy into actionable, measurable results. In today's competitive landscape, the ability to set clear corporate goals and track them with meaningful Key Performance Indicators (KPIs) is no longer a luxury but a necessity for survival and growth. This program moves beyond basic theory to offer a practical roadmap for developing, implementing, and managing a robust performance management system. We will explore seminal concepts from thought leaders like Dr. Robert S. Kaplan and David P. Norton, authors of "The Balanced Scorecard: Translating Strategy into Action," to understand how to create a holistic view of organizational performance. Participants will learn to avoid common pitfalls such as vanity metrics and misaligned objectives. BIG BEN Training Center has designed this course to empower leaders and professionals with the skills to cascade strategic goals throughout their organization, ensuring every team and individual is contributing to the overarching vision and driving data-driven decision-making for sustainable success.

Target Audience / This training course is suitable for:

- Department Heads and Managers.
- Team Leaders and Supervisors.
- Strategic Planning Professionals.
- Project Managers and PMO Members.
- Human Resources and Talent Management Professionals.
- Business Analysts and Performance Analysts.
- Executives and Senior Leaders seeking to improve organizational performance.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

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

Target Organizations Departments:

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

Course Offerings:

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

- Develop clear and compelling strategic objectives aligned with the corporate vision.
- Design and select meaningful KPIs that accurately reflect business performance.
- Master the art of setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals.
- Implement a framework for cascading goals from the corporate to the individual level.
- Distinguish between leading and lagging indicators to predict future outcomes.
- Build effective KPI dashboards and performance reports for data-driven insights.
- Integrate goal setting and KPIs into the performance review and feedback process.
- Foster a culture of accountability and continuous improvement within their teams.
- Analyze performance data to identify trends, challenges, and opportunities.
- Lead goal-setting workshops and alignment meetings with confidence.

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 that adult learning is most effective when it is experiential. Therefore, this course heavily emphasizes a hands-on approach, moving beyond traditional lectures to incorporate a rich blend of learning techniques. Participants will engage in real-world case studies, analyzing how successful organizations have implemented goal-setting and KPI frameworks. Collaborative group exercises and workshops will provide a platform for sharing experiences and solving complex problems together. Interactive sessions, facilitated discussions, and role-playing scenarios will be used to develop practical skills in communication, feedback, and performance coaching. Each module includes practical application tools and templates that participants can adapt for their own organizational context. Our expert facilitators create a supportive learning environment where feedback is continuous and constructive, empowering every participant to master the course objectives and drive tangible performance improvements.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Goal Setting

- The strategic importance of effective goal setting.
- Linking vision, mission, and strategic objectives.
- Introduction to popular goal-setting frameworks (SMART, OKRs, MBOs).
- The role of goals in driving organizational performance and culture.
- Common pitfalls in goal setting and how to avoid them.
- Defining Key Result Areas (KRAs) for different business functions.
- Aligning goals with stakeholder expectations.

Unit Two: Designing and Implementing Effective KPIs

- What is a Key Performance Indicator (KPI)?
- The difference between a metric and a KPI.
- Characteristics of a powerful KPI.
- Identifying and selecting the right KPIs for your business objectives.
- Understanding leading vs. lagging indicators.
- Developing a KPI library for your organization.
- The process of implementing and launching new KPIs.

Unit Three: Cascading Goals for Organizational Alignment

- The top-down and bottom-up approach to goal setting.
- Techniques for cascading corporate goals to departments and teams.
- Ensuring vertical and horizontal alignment across the organization.
- The manager's role in translating strategic goals for their team.
- Setting meaningful individual performance goals.
- Communication strategies for promoting goal clarity and buy-in.
- Using technology and software for goal alignment.

Unit Four: Performance Tracking, Reporting, and Analysis

- Establishing a rhythm for performance monitoring and review.
- Designing effective KPI dashboards and scorecards.
- Best practices for data visualization and reporting.
- Analyzing performance data to uncover insights and trends.
- Conducting productive performance review meetings.
- Techniques for presenting performance data to senior leadership.
- From data to decisions: using insights to drive action.

Unit Five: Driving Performance and Continuous Improvement

- Connecting KPIs to performance management and rewards.
- Providing constructive feedback based on performance data.
- Coaching employees to achieve their goals and overcome obstacles.
- Managing underperformance in a structured and fair manner.
- Fostering a culture of accountability and ownership.
- The process of reviewing and refining goals and KPIs over time.
- Building a sustainable system for continuous performance improvement.

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 change, how can organizations balance the need for fixed, long-term strategic goals with the necessity for agile, short-term operational adjustments?

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

This course distinguishes itself by moving beyond the mechanical process of setting goals and metrics to focus on the strategic and cultural integration of a performance-driven mindset. While many programs teach the "what" of KPIs and SMART goals, we concentrate on the "how" and "why." We delve into the critical process of strategic alignment, ensuring that every KPI and objective is a direct reflection of the organization's core vision, preventing the common issue of teams working hard on misaligned priorities. The curriculum is built on a holistic framework that connects high-level strategy with on-the-ground execution and individual accountability. Rather than just presenting tools, we use interactive case studies and collaborative workshops to build participants' critical thinking and problem-solving skills. This enables them to design and adapt a performance management system that is unique to their organization's context and challenges. The emphasis is on fostering a culture of continuous improvement and data-informed dialogue, transforming performance management from a rigid annual exercise into a dynamic, ongoing process that truly drives sustainable growth.