THE KPI INSTITUTE

CERTIFIED
CENTIFIED
KEY PERFORMANCE INDICATORS
The KPI Institute
Framework v 2.0 2015
C-KPI
PROFESSIONAL

CERTIFIED
KPI PROFESSIONAL

2017
27 EDITIONS
22 CITIES

Getting Key Performance Indicators right by using a rigorous KPI measurement framework

Key business benefits:

› Improve the performance of your company by practicing a sound framework for KPI measurement;

› Obtain better business results by selecting the right KPIs to monitor for your company;

› Generate value from using KPIs by optimizing the data collection process.

Over the last years, the team at The KPI Institute:

› Documented 8,000+ KPIs from 16 functional areas and 25 industries;

› Reviewed 1,000+ performance reports from 125 countries;

› Referenced 30,000+ resources as part of the documentation process.

Course overview

KPI selection and data gathering are considered by professionals all around the world to be the most challenging aspects in working with KPIs. A way to address these challenges is to build a sound framework to measure KPIs, starting from the moment they are selected, until results are collected to be centralized in performance reports. This training course presents a rigorous KPI Measurement Framework that embeds 10 years of research in the field of key performance indicators and relies on best practices identified in the real business environment.

Participants' profile

> **Professionals interested in measuring performance**

Professionals from different fields, such as finance, human resources, production, logistics, information technology and others, interested in key performance indicators, will acquire the competencies needed to measure the performance of their team, department or organization.

> **Top/middle/lower management professionals**

Executives or operational managers, regardless of their field of expertise, will gain the ability and knowledge to measure performance and maximize the value of using KPIs. The tools and resources offered as part of the Certified KPI Professional Training Course enable managers to apply the concepts learned within their organizations, immediately after the course.

> **Performance measurement experts**

For professionals like Data Analyst, Strategy Manager, Performance Management Officer or Performance Architect, it is important to develop competencies in measuring performance, especially in terms of KPI selection and data gathering. Usually, this particular audience already has a performance measurement system set in place and the Course offers them the opportunity to learn the best practices used in this field and identify how their current processes and approaches regarding KPIs can be improved.

Benefits

> Support decision making by accessing relevant performance data;

> Use pre-populated tools to facilitate the implementation of a KPI Measurement Framework in your organization by receiving 10+ templates used in working with KPIs;

> Access an innovative learning experience based on a 3 stage educational process;

> Expand your business network by becoming a member of the international Certified KPI Professionals Community.

Learning objectives

> Differentiate between objectives, KPIs and initiatives;

> Understand KPI selection in different contexts;

> Apply best practice techniques to KPI selection;

> Document KPIs in a standardized template;

> Learn when and how to use benchmarking in target setting;

> Optimize the KPI activation and data gathering process.

Agenda

Day 1 — A standardized approach to KPIs

🕘 09:00-16:30

The world of KPIs

> Challenges in performance measurement;
> The value added by KPIs;
> KPIs concept map;
> Governance.

Understanding KPIs

> KPI related terminology;
> SMART objectives decomposed;
> KPI lifecycle.

KPI typology

> Leading vs. lagging KPIs;
> Qualitative vs. quantitative KPIs;
> Efficiency vs. effectiveness KPIs.

KPI taxonomy

> Interdisciplinary systemic worldview;
> KPI use case scenarios;
> KPI DNA map.

Day 2 — KPI selection & target setting

🕘 09:00-16:30

KPI selection

> KPI selection for organizational scorecard;
> KPI selection sources;
> KPI selection techniques.

KPI alignment

> KPI alignment approaches;
> KPI selection for corporate scorecard.

KPI documentation

> KPI documentation form functions;
> KPI documentation form design;
> KPI documentation process.

Working with targets

> Target setting process;
> Challenges in working with targets;
> Negative behaviors when setting targets;
> Weights and indexes.

Day 3 — Data gathering and visualization

🕘 09:00-16:00

Data gathering

> Data quality dimensions;
> KPI reporting data sources;
> KPI activation tools;
> KPI activation techniques;
> Working with data custodians;
> Data collection methods.

Data visualization

> Guidelines to designing efficient templates;
> Usability in terms of visual design;
> Scorecard and dashboard design.

Review & evaluation test

> Course review;
> Certification Exam.

Previous participants

Learning experience

○ Pre-course

This part of the learning experience is meant to ensure a smooth transition to the face to face training. Participants are required to take the following steps:

> **Needs assessment** – complete a questionnaire to determine a tailored and relevant learning experience;

> **Pre-course evaluation quiz** – take a short quiz to establish the current level of knowledge;

> **Guidance and schedule** – analyze a document presenting guidelines on how to maximize your learning experience;

> **Forum introduction –** share an introduction message to present yourself to the other course participants and share your expectations;

> **Pre-requisite reading** – go through a series of documents to better understand the core-course content;

> **Expectations** - share your expectations regarding the training course;

◉ Core course

During the three days of face to face training, the course is designed to facilitate experiential learning and ensure a high level of interactivity. Exercises used to enhance the development of competencies range from simple matching of concepts to extensive analysis of case studies. The learning experience consists in:

> Applying concepts in practical exercises, analyzing case studies and identifying solutions;

> Using templates to develop performance measurement instruments;

> Sharing experiences and best practices and creating a network of KPI Professionals;

> Constantly evaluating the participants' knowledge, through short quizzes to support the certification exam.

◉ After-course

The learning process is not finalized when the core-course ends. Participants are required to take the following steps:

> **Forum discussions** – initiate a discussion and contribute in a discussion opened by another participant;

> **Action plan** – create a plan for the actions and initiatives you intend to implement after the training course;

> **Performance Improvement Essentials** – watch a 45 minutes webinar presenting the KPI measurement as part of a system that ensures performance improvements and achievement of objectives;

> **In-house presentation** – create and submit a short PowerPoint presentation to present your colleagues the knowledge you have accessed during the training course;

> **Additional reading** – go through a series of resources to expand your content related knowledge;

> **Learning journal** – reflect upon your 3 stages learning experience and complete a journal.

✔ Evaluation

The certification process is finalized only when you complete all of the 3 stages of the learning experience. Nonetheless, you will receive a:

> **Certificate of Attendance** (hard copy): after participating at the 3 days of on-site training course;

> **Certificate of Completion** (soft copy): after completing pre-course activities and passing the Certification Exam;

> **Certified KPI Professional diploma** (hard copy): after you have successfully completed all of the 3 stages of the learning experience.

Educational resources
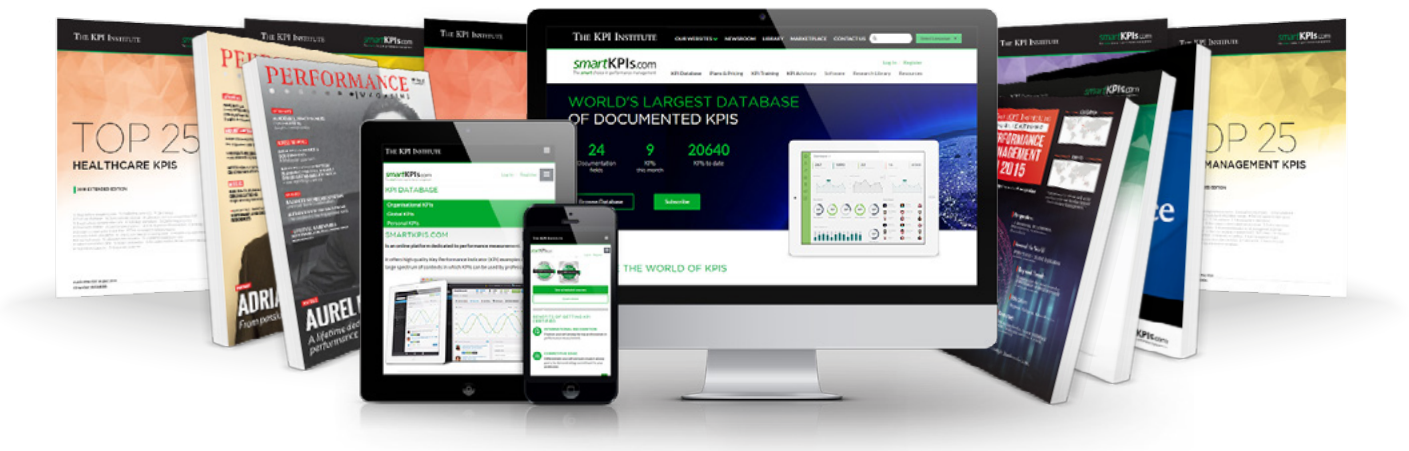
Course materials

> Course slides;
> Course notes;
> Course quiz;
> The KPI Infographic.

The qualitative reports

> Performance Management in 2014 and 2015.

Catalogues

> KPI Documentation Forms;
> Negative Behaviors;
> Targets in Practice;
> Dashboards;
> Scorecards;
> Hardware;
> Graphs in Practice;
> Glossary of terms.

Videos

> 11 Videos dedicated to Performance Management.

Fact sheets

> KPI Definitions, KPIs in Practice;
> Terminology in Practice;
> KPI Selection Criteria;
> Performance Management Related Theories.

Webinars

> Free access to all Performance Management webinars series from 2014 to 2016.

Performance Management Toolkit

> **Templates:** Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Initiatives Portfolio, Performance Management System Architecture, Monthly Performance Management Process, Employee Scorecard;

> **Manuals:** Performance Scorecard Guide for Administrator, Performance Dashboard Guide for Administrator;

> **Publications:** KPIs for Human Resources Dashboard, KPIs for Human Resources Scorecard.

Premium subscription on smartKPIs.com

> Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.

Registration

✎ 3 ways to register

Online

marketplace.kpiinstitute.org

Direct contact

Call us and we will assist you through the registration process.

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T: +60 3 2742 1357

Registration form

Use one of the following options:

> Complete this form and fax it to your nearest office:

  Australia: +61 3 8395 6544
  Europe: +971 4 332 8810
  Middle East: +971 4 332 8810
  Southeast Asia: +61 3 8395 6544

> Send us an e-mail with all your registration details.

Registration form

Please fill out all the fields below:

Mr. ☐   Mrs. ☐

First name | Last name

Telephone | Email

Training course | Date of training course

Job title

Department

Organization

Organization size | Industry

Address

City | State / Province

Country | Postal Code

How did you hear about us?

Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less $400 retained for administrative expenditure.
The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded.
If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

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