BLACKBIRD FOR TRAINING

Performance Measurement and Benchmarking: KPI Design

27 – 31 December 2026
Kuwait City (Kuwait)



Performance Measurement and Benchmarking: KPI Design

Ref: 3254548_163913 **Date:** 27 – 31 December 2026 **Location:** Kuwait City (Kuwait) **Fees:** 4200 GBP

Performance measurement and benchmarking is the practice of defining indicators that show how well an organisation meets its objectives and comparing those results with other units or organisations to find gaps. This one-week course is for mid-level managers and performance analysts who need to design a KPI set and run a benchmarking study, and it ends with a benchmarking project charter and an approved indicator set.

Introduction

Three references shape the course. The Balanced Scorecard links measures across financial, customer, internal process and learning perspectives. Objectives and Key Results OKRs pair a goal with a small number of measurable results. The APQC Process Classification Framework gives common process definitions so that comparisons between organisations are fair. The level is practitioner. Unlike longer editions that add full improvement-method modules, these one week concentrate on indicator design and the comparison study itself, taught through case studies from hospitals, logistics and utilities and a step-by-step project build.

Course Objectives

- Define key performance indicators, key result indicators and key results and place each at the right level of the organisation.
- Distinguish leading from lagging indicators and balance both in a departmental measure set.
- Select the benchmarking type, internal, competitive, functional or generic, that fits a given business question.
- Apply normalisation so that benchmark figures from organisations of different size can be compared.
- Interpret performance gaps and rank them by impact and effort.
- Justify the scope, partners and measures of a benchmarking study in a charter that sponsors can approve.

Target Audience

- Department and unit managers who decide which few measures will represent their area to senior leadership.
- Performance and business analysts who judge whether an indicator is reliable enough to publish.
- Strategy and planning officers who decide how organisational objectives cascade into team measures.
- Quality and process coordinators who choose comparison partners and data for a benchmarking study.
- Operations supervisors who decide which performance gap to act on first.



Course Outline

Day 1: Measures and Indicators Defined

- KPI vs Key Result Indicator: Steering Measures Against Outcome Measures for Boards
- Leading vs Lagging Indicators: Early Warning Signals Against After-the-Fact Results
- Balanced Scorecard: Financial, Customer, Process and Learning Perspectives Linked to Strategy
- Objectives and Key Results: Quarterly Goal Setting With Measurable Outcomes
- Strategy Alignment of KPIs: Cascading Objectives From Organisation to Team Level

Day 2: Designing the KPI Set

- SMART Criteria vs Indicator Profile Sheets: Testing Quality Against Documenting Definitions
- Formula, Baseline and Target Setting: Defining How Each Measure Is Calculated
- Data Sources and Collection Frequency: Systems, Surveys and Manual Logs Compared
- Analytics Techniques: Trend Lines, Variance and Control Charts for Tracking Results
- Real-Time Monitoring Tools: Dashboards and Platforms for Ongoing Performance Tracking

Day 3: Benchmarking Types and Study Process

- Internal vs Competitive Benchmarking: Comparing Own Units Against Direct Rivals
- Functional vs Generic Benchmarking: Same Function Elsewhere Against Leading Processes Anywhere
- APQC Process Classification Framework: Common Process Definitions That Make Comparison Fair
- Benchmarking Study Steps: Plan, Collect, Analyse, Adapt and Review in Sequence
- Partner Selection and Ethics: Choosing Comparators and Agreeing Data Exchange Rules

Day 4: Comparison Data and Gap Analysis

- Primary vs Secondary Benchmark Data: Site Visits and Surveys Against Published Databases
- Normalisation of Measures: Adjusting for Size, Volume and Scope Differences
- Performance Gap Analysis: Quantifying Distance Between Current and Comparator Results
- Cross-Sector Case Studies: Benchmarking Results in Hospitals, Logistics and Utilities
- Collaborative Benchmarking: Consortium Studies That Share Insights Across Industries

Day 5: Running the Benchmarking Comparison Project

- Gap Prioritisation: Ranking Findings by Impact, Effort and Strategic Fit
- Lean, Kaizen and Six Sigma vs Quick Fixes: Choosing an Improvement Route for Gaps
- Measurement Automation: AI, IoT and Machine Learning for Predictive Performance Tracking
- Measurement Culture and Sustainment: Review Routines That Keep Indicators and Comparisons Current
- Benchmarking Project Charter and KPI Set: Scope, Partners, Measures and Targets Finalised



Skills You Will Gain

- Indicator profile sheets
- Baseline and target setting
- Control chart reading
- Scorecard cascading
- Benchmark partner selection
- Data normalisation
- Gap quantification

Why Attend This Course

- From reporting every available figure to publishing a short set of defined, owned indicators.
- From comparing results with last year only to comparing them with suitable internal and external partners.
- From raw comparisons that mislead to normalised figures that account for size and scope.
- From an informal wish to benchmark to a benchmarking project charter and KPI set ready for sponsor approval.

Conclusion

Measuring and comparing performance turns objectives into numbers that can be checked against a meaningful reference point. The course separates indicators that steer from those that report outcomes, internal from external comparison, and raw from normalised data. It is the right choice for managers and analysts who need to set up measures and a first benchmarking study within one working week, and who will choose an improvement method separately once the gaps are known.

Course FAQs

What is performance measurement and benchmarking?

It is the setting of indicators that show progress against objectives, followed by comparison of those indicators with other units or organisations to reveal gaps worth closing.

What is the difference between internal and competitive benchmarking in performance measurement?

Internal benchmarking compares branches, plants or teams within one organisation, where data is easy to obtain. Competitive benchmarking compares results with direct rivals, which is more informative but needs published data or a third party.



Which frameworks does a performance measurement and benchmarking course follow?

It uses the Balanced Scorecard and OKRs for indicator design and the APQC Process Classification Framework for consistent process definitions in benchmarking comparisons.

Is a performance measurement and benchmarking course right for a performance analyst?

Yes, for an analyst who compiles departmental reports and must decide which indicators are reliable, how they are calculated and which partners give a fair comparison.

What does a delegate produce in a performance measurement and benchmarking course?

Each delegate completes a benchmarking project charter setting out scope, partners and data rules, together with a defined KPI set that has formulas, baselines and targets.

