Key Performance Indicators (KPIs) & Optimisation

28 December 2026 – 1 January 2027
Amsterdam (Netherlands)



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Introduction

This hands-on key performance indicators course program is designed for professionals involved in the development, deployment, and management of Key Performance Indicators KPIs. Whether you are new to performance measurement or looking to refine your skills, this course will help you understand best practices for setting, measuring, and managing KPIs effectively. Through interactive workshops and practical exercises, participants will learn how to align KPIs with organizational goals and enhance performance across various sectors. The course will focus on project KPIs, KPIs for employees, and KPIs for training, ensuring you can apply these tools to your organization's performance measurement system.

Participants will also gain a deep understanding of the strategic importance of KPIs, how to create KPIs, and how to use them to drive measurable improvements in performance. By the end of the course, you'll be equipped with the knowledge to establish a solid performance measurement culture and confidently develop KPIs that matter most to your organization.

Course Objectives

- Understand the Concept of KPIs: Learn what KPIs are, how they drive organizational success, and why they are essential for performance measurement.
- Set Strategic Goals and Develop KPIs: Gain the skills to develop KPIs aligned with your organization's strategic objectives and goals.
- Create a Performance Measurement Culture: Learn how to foster a culture that embraces performance measurement, making KPI development a key element of organizational strategy.
- Develop Alternative Performance Metrics: Understand and apply different types of metrics beyond KPIs, such as objective performance measures and Key Risk Indicators KRIs.
- Apply KPIs in Various Contexts: Learn how to tailor KPIs for different departments, such as project KPIs, KPIs for employees, training KPIs, and KPIs for operations.
- Measure and Manage Risks: Discover how to measure and manage risk using KRIs Key Risk Indicators, and ensure a comprehensive approach to performance management.
- Practical Tools and Templates: Receive hands-on tools and templates to develop and manage KPIs for your organization.
- Real-World Case Studies: Examine real-life examples to see how KPIs are implemented successfully in different organizations.
- Implement an Applied Project: Put your learning into action by developing and presenting an applied project on performance measurement and KPI development.



Course Outlines

Day 1: Introduction to KPIs and KPI Development

- Introduction to KPIs: Explore the core concept of KPIs and their strategic importance in driving performance.
- Types of KPIs: Learn about various types of KPIs used in different areas of business, including project KPIs, KPIs for employees, and more.
- Strategic Management and Goal Setting: Understand the connection between strategic context and goal setting when developing KPIs.
- Mapping Strategic Objectives: Develop a clear understanding of how to translate organizational goals into measurable performance measures.
- Creating the Right Performance Measurement Culture: Build buy-in for a KPI-driven culture within your organization.

Day 2: Performance Measure Development Process

- The KPI Development Process: Learn the step-by-step approach for creating effective performance measures.
- Step 1: Describe the Intended Results: Begin by defining the results you aim to achieve with your performance measurement system.
- Step 2: Understand Alternative Measures: Explore how to create alternative performance metrics using models like the Logic Model and Process Flow Analysis.

Day 3: Advanced Performance Measure Development

- Step 2 Continued: Developing Alternative Measures: Deep dive into tools like Cause-Effect Analysis for creating alternative performance measures.
- Step 3: Selecting the Right Measurements: Learn how to choose the most appropriate KPIs for each objective.
- Step 4-6: Learn how to define composite indices, set targets and thresholds, and document selected performance measures effectively.

Day 4: Application - Different Types of Measures

- Developing Measures for Your Organization: Apply your learning by developing KPIs for your organization.
- Measuring Strategy Execution: Create KPIs aligned with strategy execution and business operations.
- Developing KPIs for Projects and Operations: Tailor KPIs for specific areas such as project KPIs, KPIs for operations, and KPIs for employee performance.
- Measuring Risk with KRIs: Learn to develop Key Risk Indicators KRIs for managing organizational risks.



Day 5: Advanced Topics and Delegate Presentations

- Creating KPI Alignment: Understand how to cascade KPIs throughout the organization to ensure alignment with overall objectives.
- Managing Strategically with Performance Information: Learn how to use performance measurement data to make informed, strategic decisions.
- KPI Application Project: Final project presentations where delegates apply the concepts to their own organizations, showcasing their understanding and application of performance measures.

Why Attend This Course: Wins & Losses!

- Master KPI Development: Learn how to create KPIs that align with your organization's strategic goals, driving measurable improvements.
- Practical Tools for Success: Gain access to valuable templates, tools, and case studies that can be applied immediately in your work.
- Tailored KPI Strategies: Whether you're developing KPIs for training, project KPIs, or performance measures for employee evaluation, this course provides the expertise to create customized, actionable KPIs for any area of your organization.
- Risk Management with KPIs: Discover how to integrate Key Risk Indicators KRIs into your KPI strategy, ensuring that risks are effectively managed alongside performance goals.
- Real-World Impact: The applied project component ensures that participants leave with practical experience that can directly influence their organization's performance measurement system.

Conclusion

This KPI Development course provides an in-depth understanding of how to design, deploy, and manage key performance indicators course that drive strategic success. Through a combination of theory and hands-on application, participants will be able to develop a robust performance measurement system tailored to their organization's needs. Whether you are involved in project performance, employee performance, or training KPIs, this course equips you with the knowledge and tools to measure performance effectively, manage risks, and improve overall organizational outcomes. Don't miss out on this opportunity to enhance your professional skills and contribute to your organization's success!

