BLACKBIRD FOR TRAINING

Preparation KPI Professional & Practitioner

18 – 22 January 2027
Casablanca (Morocco)



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Ref: 3255454_342255 **Date:** 18 – 22 January 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Performance indicators have become an essential tool for institutions seeking to improve productivity, enhance decision-making, and ensure that strategic goals are achieved effectively. As competition intensifies and operational environments become increasingly complex, professionals must develop advanced capabilities that enable them not only to understand indicators but to design, measure, and interpret them in a way that reflects the real performance of their organization.

The Professional Preparedness for Performance Indicators course offers a structured approach for executives, team leaders, and specialists who aim to strengthen their understanding of measurement frameworks and develop the ability to translate data into actionable insights. It is designed for individuals interested in improving their analytical skills, enhancing operational efficiency, and creating accurate indicators that support institutional growth.

This course provides a comprehensive foundation that combines practical applications with theoretical clarity. It focuses on how to design performance indicators, link them with strategic objectives, analyze data trends, evaluate gaps, and develop improvement plans based on real and measurable outcomes. Participants will gain tools that support continuous enhancement of organizational performance, making this course a valuable step for those aiming to develop strong competencies in performance measurement and evaluation.

Course Objectives

- Understand foundational concepts related to performance indicators.
- Apply methodologies for designing accurate and measurable indicators.
- Use tools that support the selection of indicators aligned with organizational goals.
- Analyze results and prepare structured performance reports.
- Build practical skills in evaluating execution using indicators.
- Develop improvement plans based on deviation analysis.
- Link operational results with strategic objectives.
- Assess risks associated with poor indicator design or implementation.
- Strengthen leadership capabilities in monitoring and guiding performance.
- Create integrated models for institutional measurement.



Course Outlines

Day One: Understanding the Fundamentals of Performance Indicators

- Introduction to the concept and purpose of performance indicators.
- Explaining the relationship between objectives and indicators.
- Differentiating between operational and strategic indicators.
- Identifying the characteristics of effective indicators.
- Common mistakes in performance indicator design.
- Practical assessment of existing indicators within the participant's institution.

Day Two: Assessing the Current Situation and Designing Appropriate Indicators

- Collecting performance-related data across different units.
- Evaluating existing indicators to identify strengths and weaknesses.
- Techniques for selecting indicators suitable for various objectives.
- Building a prioritization matrix for performance metrics.
- Linking indicators to operational outcomes.
- Preparing a refined list of applicable indicators.

Day Three: Monitoring Tools and Data Analysis

- Using analytical tools to study changes and trends.
- Interpreting indicator results and preparing summaries.
- Analyzing deviations and identifying root causes.
- Designing monitoring dashboards for decision support.
- Creating structured reports for senior management.
- Practical application of data analysis on sample indicators.

Day Four: Developing Improvement Plans and Evaluating Initiatives

- Understanding the link between indicators and institutional initiatives.
- Measuring progress in operational and strategic plans.
- Using indicators to determine areas requiring improvement.
- Designing initiatives that reflect actual performance needs.
- Evaluating team performance based on established indicators.
- Developing follow-up mechanisms for improvement initiatives.



Day Five: Practical Implementation and Final Assessment

- Analyzing a practical case related to institutional performance measurement.
- Designing a complete model for performance indicators.
- Reviewing and evaluating final outcomes.
- Creating new indicators aligned with defined objectives.
- Discussing challenges expected during implementation.
- Preparing final recommendations to enhance performance measurement systems.

Why Attend This Course? Wins & Losses!

- Gain advanced knowledge in designing and measuring performance indicators.
- Improve the ability to analyze and interpret performance data.
- Enhance the accuracy of organizational evaluation.
- Strengthen decision-making based on measurable evidence.
- Acquire tools that support continuous performance improvement.
- Develop a structured method for creating measurable indicators.
- Improve the quality of performance reporting.
- Support the development of operational and strategic plans.

Conclusion

The Professional Preparedness for Performance Indicators course highlights the importance of developing practical capabilities that support improved organizational performance and more informed decision-making. It provides a complete framework that helps participants understand indicators, analyze data, and design improvement plans grounded in realistic and measurable outcomes.

Through a clear methodological approach, participants learn how to create effective indicators, align them with strategic goals, analyze deviations, and develop initiatives that reflect actual performance needs. This supports the creation of robust systems capable of raising institutional efficiency and ensuring sustainable improvement.

The practical exercises and case studies included in the course provide participants with direct experience that strengthens their ability to apply measurement tools effectively within their work environment. This makes the course a significant step for professionals seeking to develop their competencies and contribute to continuous advancement in performance evaluation and organizational development.

