BLACKBIRD FOR TRAINING

Strategic Performance Management: From Alignment to Impact

14 – 18 June 2027
Casablanca (Morocco)



Strategic Performance Management: From Alignment to Impact

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Introduction

This course focuses on strategic performance management as a practical framework that connects institutional direction with actual results at the level of departments, teams, and individuals. Many organizations have clear strategic plans, yet they struggle to turn those plans into measurable indicators, executable initiatives, and visible impact that can be monitored and improved over time.

The course explains the practical foundations that help align organizational goals with operational priorities. It also clarifies the relationship between planning, performance measurement, decision-making, and continuous improvement. In addition, it shows how to build an integrated performance system that starts with vision and high-level objectives, then moves into performance indicators, monitoring mechanisms, result analysis, and the treatment of execution gaps.

This course is designed for executives, team leaders, and professionals working in human resources, performance management, planning, project management, quality, and operations who need a more structured understanding of how to manage performance in a way that supports real organizational results. It also offers practical value for institutions seeking to improve alignment between plans and execution, strengthen follow-up processes, and increase the impact of strategic initiatives on overall performance.

Course Objectives

By the end of this course, participants will be able to.

- Understand the core concepts of strategic performance management and their link to organizational planning.
- Distinguish between strategic objectives, operational objectives, and the performance indicators related to each.
- Build clear links between organizational vision and executive goals at the department and team levels.
- Design key performance indicators that are measurable and connected to real organizational priorities.
- Analyze performance gaps and identify the reasons behind deviations between targets and actual results.
- Use performance monitoring tools to prepare reports and interpret results in a practical way.
- Improve accountability and follow-up mechanisms in support of execution quality and faster response.
- Link performance results to improvement initiatives and suitable corrective actions.
- Develop better methods for presenting performance in ways that support management discussion and decision-making.
- Contribute to building a performance culture focused on alignment, results, and impact.



Course Outlines

Day 1: Foundations of Strategic Performance Management.

- Defining strategic performance management and distinguishing it from traditional operational follow-up.
- Understanding the relationship between organizational vision, mission, and strategic objectives.
- Identifying the elements of an effective performance system in public and private institutions.
- Reviewing organizational, departmental, and individual performance levels and how they connect.
- Discussing common challenges that prevent strategy from being translated into execution.
- Analyzing practical examples that illustrate the difference between operational activity and strategic outcomes.
- Conducting a practical exercise on converting a broad goal into a clear strategic objective that can be monitored.

Day 2: Alignment Between Strategy and Execution.

- Translating strategic objectives into execution goals at the departmental level.
- Identifying operational priorities that support the achievement of organizational outcomes.
- Building logical links between initiatives, projects, and performance indicators.
- Clarifying the roles of leaders and teams in implementing and monitoring the performance system.
- Addressing conflicts between departmental objectives and their impact on execution quality.
- Using goal maps or alignment models to connect activities with outcomes.
- Completing a practical exercise on preparing an alignment matrix between strategic and operational goals.

Day 3: Designing Performance Indicators and Measuring Results.

- Criteria for selecting key performance indicators and linking them to the right objectives.
- Distinguishing between input, process, output, outcome, and impact indicators.
- Formulating performance indicators that are clear, measurable, and easy to interpret.
- Identifying baselines, target values, and appropriate data sources.
- Avoiding common mistakes in designing and using indicators.
- Understanding the importance of balancing quantitative and qualitative indicators.
- Completing a practical exercise on developing a set of performance indicators for a department or business unit.

Day 4: Performance Analysis and Decision-Making.

- Reading performance results in a way that supports interpretation rather than only numerical display.
- Analyzing deviations between targets and actual results and linking them to real causes.
- Using periodic performance review meetings in a structured and effective way.
- Preparing concise and clear performance reports that serve decision-makers.
- Identifying corrective and improvement actions based on measurement results.
- Using dashboards and visual displays to simplify the reading of results.
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Working on a practical case to analyze organizational performance and propose suitable interventions.

Day 5: From Measurement to Institutional Impact.

- Turning monitoring results into development and continuous improvement initiatives.
- Linking performance management with accountability, motivation, and capability development.
- Supporting a performance culture through clarity, consistency, and disciplined follow-up.
- Assessing the maturity of the current performance system and identifying improvement areas.
- Preparing a practical framework for improving the performance system after the course.
- Reviewing final cases that show how measurement can lead to visible institutional impact.
- Completing a final activity to design a simplified performance management model from alignment to impact.

Why Attend this Course? Wins & Losses!

- It helps participants understand the relationship between strategy and execution in a practical way.
- It explains how to select performance indicators that are more closely linked to real goals.
- It improves the quality and analytical depth of performance reports.
- It supports better administrative follow-up and stronger decision-making.
- It helps identify performance gaps and address them systematically.
- It strengthens coordination across departments by aligning goals and priorities.
- It supports the development of a results-based institutional culture rather than an activity-based one.
- It provides practical tools that can be applied across different sectors and work environments.

Conclusion

This course provides a structured treatment of strategic performance management from the perspective of institutional alignment and measurable impact. It does not stop at explaining general concepts. Instead, it focuses on how to turn strategy into clear execution objectives, then into accurate performance indicators, then into analytical monitoring that supports decision-making and improves results.

Across the five training days, the course moves in a logical sequence from building the foundations to creating alignment to designing indicators to analyzing results and finally to converting findings into improvement initiatives with institutional impact. This sequence makes the content more coherent and gives participants a complete view of how performance management should function as an ongoing process rather than as a separate reporting activity.

The course also emphasizes the practical elements that organizations truly need in the workplace, such as clarity of objectives, quality of indicators, accuracy of reports, effective performance reviews, and the link between monitoring results and management decisions. These elements help improve coordination across management levels, support better use of resources, and make it easier to address deviations before they grow into broader organizational problems.



In the end, the main value of this course lies in offering a clear framework that can be used to improve organizational performance in a more structured and consistent way. It helps participants understand how performance management begins with sound alignment, then moves into measurement and analysis, and finally reaches the actual impact that can be seen in better execution, improved results, and a stronger ability to achieve strategic objectives.

