

# PERFORMANCE AND KPI MANAGEMENT

Casablanca - Morocco  
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\$5,500



**GENTEX**<sup>®</sup>  
TRAINING CENTER



## Introduction

Performance and KPI Management Training Course equips professionals to design measurement that improves decisions rather than filling dashboards. Across ten days, participants work through metric selection, target setting, data quality, analysis, and review routines that turn numbers into action. The programme connects performance frameworks with the practical discipline of reporting, accountability, and improvement. As a result, learners gain a method for building measurement systems people actually use. Furthermore, the course strengthens analytical judgement, data literacy, and the governance that keeps targets honest and useful.

## Performance and KPI Management Course Objectives

- Distinguish inputs, activities, outputs, outcomes, and impact in performance logic.
- Select metrics using the SMART criteria and KPI selection tests.
- Build performance frameworks using the Balanced Scorecard and OKRs.
- Distinguish leading from lagging indicators and use both deliberately.
- Set baselines, targets, and thresholds with realistic benchmarking.
- Design dashboards that support decisions rather than display data.
- Apply data quality checks, definitions, and single-source-of-truth discipline.
- Analyse performance variance using root cause analysis and the 5 Whys.
- Run performance review routines with clear ownership and escalation.
- Connect measurement to strategy using the KPI tree and strategy maps.

## Course Methodology

- Interactive sessions built on performance measurement cases.
- Workshops on metric selection, target setting, and dashboard design.
- Group exercises on KPI trees, variance analysis, and review routines.

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- Hands-on practice with Balanced Scorecard, OKRs, and leading indicator design.
- Simulation of performance reviews, target negotiation, and improvement planning.
- Facilitator coaching and peer review on personal performance frameworks.

## Who Should Take This Course

- Performance managers, analysts, and measurement specialists.
- Department and unit managers accountable for results.
- Strategy, planning, and PMO professionals.
- Finance and business partnering professionals.
- Quality and continuous improvement practitioners.
- Consultants supporting performance improvement programmes.

## Performance and KPI Management Course Outlines

### Day 1: Performance Foundations and KPI Design

- Fundamentals of performance management and measurement principles.
- Understanding inputs, activities, outputs, outcomes, and impact.
- Connecting organizational strategy to operational KPIs.
- Selecting effective KPIs using SMART criteria and the Balanced Scorecard.
- Leading and lagging indicators, OKRs, and balanced measurement.

### Day 2: Performance Targets and Measurement Frameworks

- Establishing performance baselines using historical data.
- Setting realistic targets, thresholds, and stretch goals.



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- Internal and external benchmarking techniques.
- Cascading organizational objectives and KPIs across departments.
- Aligning performance targets with budgets, resources, and strategic priorities.

## Day 3: Data Management, Dashboards, and Performance Analytics

- Data governance, quality assurance, and reporting standards.
- Designing effective performance dashboards and reporting systems.
- Using Business Intelligence (BI) tools and automated reporting.
- Applying descriptive, diagnostic, and predictive analytics.
- Variance analysis, root cause analysis, and early warning indicators.

## Day 4: Performance Improvement and Governance

- Identifying performance gaps and diagnosing underlying causes.
- Applying continuous improvement methods, Kaizen, and PDCA cycles.
- Designing corrective actions and performance improvement interventions.
- Establishing KPI ownership, accountability, and RACI frameworks.
- Managing performance risks, measurement manipulation, and reporting ethics.

## Day 5: Performance Culture and Strategic Implementation

- Building a performance-driven organizational culture.
- Conducting effective performance reviews and accountability discussions.
- Linking performance measurement to incentives and recognition.



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- Assessing performance maturity and strengthening governance.
- Developing and presenting a comprehensive performance management and KPI implementation roadmap.

## Conclusion

By successfully completing Performance and KPI Management, participants will gain a practical command of metric design, target setting, data governance, analysis, and review leadership. They will acquire skills in KPI architecture, dashboard and reporting design, variance and predictive analysis, and performance improvement governance. Gentex Training Center designs the programme to help organizations measure what matters and act on it.

## FAQs

### Q1 What is the "Performance and KPI Management" course about?

It equips professionals to design measurement that improves decisions rather than filling dashboards. Across ten days, the course spans performance foundations and measurement logic, metric and KPI selection, baselines, targets and benchmarking, data and dashboards, review governance, advanced metric design, data governance, analytical methods, improvement interventions, and performance culture.





## Q2 What are the key benefits of the "Performance and KPI Management" course?

You gain a method for building measurement systems people actually use. The course improves metric choice and architecture, makes targets defensible and less gameable, strengthens data governance and analysis discipline, and gives you review routines that convert numbers into corrective action.

## Q3 What skills will I gain from the "Performance and KPI Management" course?

You will develop four core skills: performance framework and KPI architecture design, baseline and target setting with benchmarking, data governance and analytical insight, and performance improvement with review governance and culture building.

## Q4 What tools, methods, or standards are covered in the "Performance and KPI Management" course?

The course covers the KPI tree, the Balanced Scorecard, OKRs, SMART criteria and KPI selection tests, leading and lagging indicator design, the input-activity-output-outcome-impact logic chain, metric definitions and single-source-of-truth discipline, baselines and benchmarking methods, target threshold design, data quality checks and data governance standards, dashboard and BI reporting design, descriptive-to-prescriptive analytics, statistical process control basics, cost of quality analysis, root cause analysis and the 5 Whys, PDCA and Kaizen improvement cycles, performance maturity models, RACI in performance routines, and reporting assurance.



## Q5 How is the "Performance and KPI Management" course applied in real-world practice?

Participants apply it to real work such as building a KPI tree for a function, auditing and rationalising an overloaded KPI set, designing a data governance standard, building an early warning indicator set, and running a monthly performance review that ends with actions. The same methods support target negotiation with senior management and performance maturity assessment.