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AGILE STRATEGY EXECUTION
THE KPI INSTITUTE
C-ASE
Framework v 1.0
CERTIFIED PROFESSIONAL

# CERTIFIED AGILE STRATEGY EXECUTION PROFESSIONAL

## Ensure a successful strategy executiont

**DUBAI, UAE**

## 2025 EDITIONS:
> 15 - 17 JUNE
> 07 - 09 SEPTEMBER (ARABIC)

The KPI Institute is an Accredited Provider of the CPD Standards Office, a Continuing Professional Development global assessor.

## Key business benefits:

> Expand your knowledge and skills in strategy management;
> Get a toolkit to assist you every step of the strategy execution process;
> Avoid common pitfalls in strategy execution organization.

## The team at The KPI Institute:

> Documented 21,000+ KPIs from 16 functional areas and 25 industries;
> Reviewed 1,000+ performance reports from 125 countries;
> Referenced 30,000+ resources as part of the documentation process.

# Course overview

A significant percentage of strategies fail in the execution phase and this is no novelty for most Executives. Strategy execution must effectively engage different organizational capabilities and a variety of resources. Reasons for failure vary from poor leadership to inability to secure budget or drive actual change in the organization. Regardless, of what lies behind every failed strategic initiative, it is essential for Executives to equip themselves with the right tools to design a proper framework to implement strategic decisions.

In today's high demanding and dynamic markets, an effective and efficient strategy execution capability can represent a key competitive advantage.

The Certified Agile Strategy Execution course is developed on a proprietary framework developed by The KPI Institute for strategy implementation. It not only presents best practices, but provides actual advice, process maps and instruments to ensure a successful strategy execution.

## 🯄 Participants' profile

› **Business owners and top management**

Business owners and top management professionals will acquire the knowledge and competences needed to design a strategy at the corporate level, thus increasing the performance of their organization in terms of relevant financial indicators, operational indicators, customer satisfaction indicators and employee satisfaction indicators.

› **Middle management professionals**

Professionals from different fields, such as finance, human resources, production, logistics, marketing & sales and others, will acquire the knowledge and competences to design and implement a strategy for their department, that supports and is aligned to the organizational strategy.

› **Consultants and academia**

These participants get a chance to validate and certify worldwide their knowledge and competences in assisting organizations with their strategy and business planning processes at all levels. By attending the course, they also join a network of professionals in the field and get into direct contact with companies potentially interested in their services.

## ⊕ Benefits

› Get access to a step-by-step model to improve the strategy execution framework;

› Use pre-populated tools to facilitate the implementation of strategic initiatives;

› Access an innovative learning experience based on a 3-stage educational process;

› Expand your business network by becoming a member of the international Certified Agile Strategy Professional Community;

› Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer.

## ⊕ Learning objectives

› Use strategy planning tools;

› Deploy KPIs to monitor strategy implementation;

› Engage the right stakeholders in strategy execution;

› Monitor strategy implementation;

› Drive organizational change.

# Agenda

| Day 1 | Day 2 | Day 3 |
|---|---|---|

### STRATEGY MANAGEMENT OVERVIEW

> Key concepts
> Strategy Management Framework
> Agile strategy execution

### STRATEGY EXECUTION PREREQUISITES

> Talent
> Corporate level core competencies
> Key competencies at strategic initiative level
> Staffing for strategy
> Finances
> Strategy Execution System
> Process management
> System map
> Governance

### INITIATIVES MANAGEMENT

> Translate strategy into initiatives
> Portfolio management
> Initiatives management
> Benefits realization

### PERFORMANCE MEASUREMENT

> Data gathering
> Data analysis

### PERFORMANCE REPORTING

> Reports development
> Reporting process
> Cross-functional aligment

### ADAPTING TO CHANGES

> Strategy management cycle
> Strategy review meeting
> Decision making

### Key Capabilities to Support Strategy Execution

> Strengthening strategic agility
> Change management
> Culture
> Technology

### Review and Q&A

> Course review
> Q&A

### Certification Exam

# Learning experience

## ◯ Pre-course

This part of the learning experience is meant to ensure a smooth transition to the face to face training. Participants are required to take the following steps:

› Needs assessment – complete a questionnaire to determine a tailored and relevant learning experience;

› Pre-course evaluation quiz – take a short quiz to establish the current level of knowledge;

› Guidance and schedule – analyze a document presenting guidelines on how to maximize your learning experience;

› Forum introduction – share an introduction message to present yourself to the other course participants and share your expectations;

› Pre-requisite reading – go through a series of documents to better understand the core-course content;

› Expectations - share your expectations regarding the training course.

## ◉ Core course

During the three days of face to face training, the course is designed to facilitate experiential learning and ensure a high level of interactivity. Exercises used to enhance the development of competencies range from simple matching of concepts to extensive analysis of case studies. The learning experience consists in:

› Applying concepts in practical exercises, analyzing case studies and identifying solutions;

› Sharing experiences and best practices and creating a network of Strategy Execution Professionals.

## ◉ After-course

The learning process is not finalized when the core-course ends. Participants are required to take the following steps:

› Forum discussions – initiate a discussion and contribute in a discussion opened by another participant;

› Action plan – create a plan for the actions and initiatives you intend to implement after the training course;

› Webinar – watch a 45 minutes webinar in relation to strategy execution;

› In-house presentation – create and submit a short PowerPoint presentation to present your colleagues the knowledge you have accessed during the training course;

› Additional reading – go through a series of resources to expand your content related knowledge;

› Learning journal – reflect upon your 3 stages learning experience and complete a journal.

## ✔ Evaluation

The certification process is finalized only when you complete all of the 3 stages of the learning experience. Nonetheless, you will receive a:

› The certification process is finalized only when you complete all of the 3 stages of the learning experience. Nonetheless, you will receive a:

› Certificate of Attendance (hard copy): after participating at the 3 days of on-site training course;

› Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;

› Certified Agile Strategy Execution Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience.

› CPD Certificate of Attendance (soft copy): once you have successfully obtained the Professional status.

# Educational resources



## MICRO-CERTIFICATE IN PERFORMANCE IMPROVEMENT MATURITY ASSESSMENT

This micro-certification course is an additional benefit provided to all participants to upskill professionals in assessing Performance Improvement Frameworks in organizations. The maturity assessment methodology presented during the course is the proprietary knowledge of The KPI Institute and Global Performance Audit Unit, built on 10+ years of research and practical experience in strategy formulation. Moreover, upon course completion participants can request access to one-time, free of charge, the entire evaluation methodology on the GPA Unit online platform.

Professionals will gain practical experience in identifying the strengths and weaknesses of organizational practices and formulating improvement recommendations in 6 key areas:

> Data analysis
> Reporting
> Decision Making

> Initiatives Management
> Learning & Recalibration
> Performance System Governance

## OTHER RELATED MICRO-CERTIFICATES



**Micro-certificate
in Strategy Planning
Maturity Assessment**



**Micro-certificate
in Performance Measurement
Maturity Assessment**



**Micro-certificate
in Employee Performance
Maturity Assessment**

*NOTE: These three micro-certificates are not offered as part of the Certified Agile Strategy Execution Professional Program, they can be purchased separately. For more information, CLICK HERE*

# *Faculty*

The KPI Institute retains the authority to designate facilitators for each training course based on business requirements. The TKI Faculty continually expands by incorporating subject matter experts and experienced professionals to guarantee an exceptional experience for our trainees. Consequently, the facilitator assigned to the course may undergo c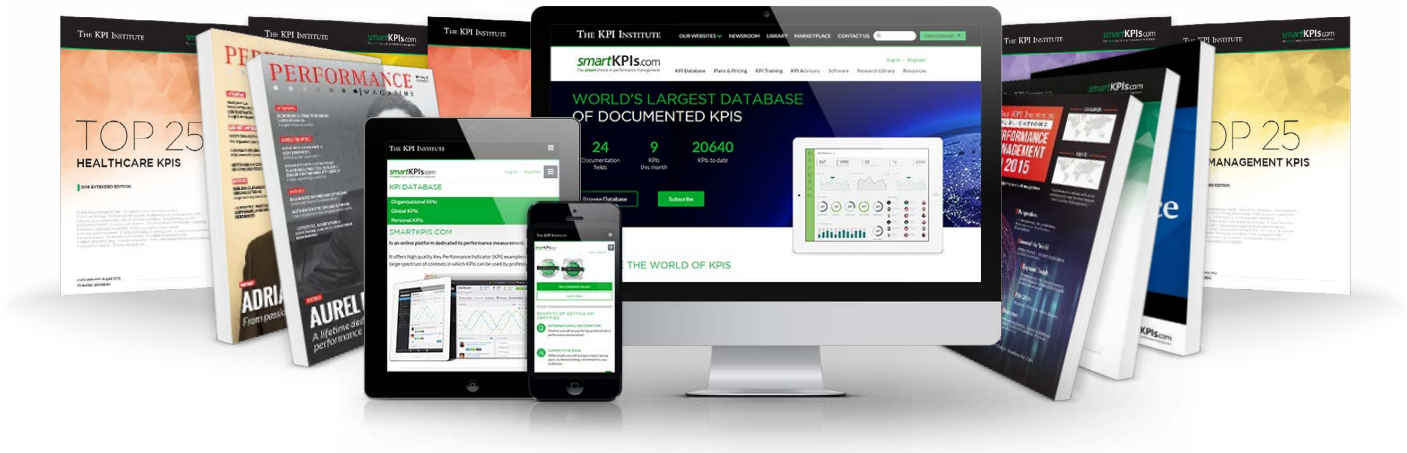hanges prior to the actual delivery date. For information about the appointed facilitator for each session, kindly contact your sales representative or reach out to **office@kpiinstitute.org.**



### Andrea Minelli

Management Consultant
Expertise: Strategy Planning &
Execution, Performance
Measurement
& Management, Balanced Scorecard"

# Educational resources



## Course materials

> Course slides;
> Course notes;
> Course quizzes.

## Catalogues

> Documentation forms
> Scorecards
> Dashboards.

## Fact sheets

> Ten definitions of strategy;
> Porter's 5 forces factsheet;
> PESTEL analysis factsheet;
> SWOT analysis factsheet;
> Desired State of Evolution factsheet;
> Strategy Map factsheet;
> Performance Scorecard factsheet;
> Performance Dashboard factsheet;
> Other resources specific to strategy execution.

## Webinars

> Free access to all Strategy and Performance Management Webinars series to date;

## Performance Management Toolkit

> Templates: Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Performance Maturity Model, Initiatives Portfolio, Performance Management System Architecture, Monthly Performance Management Process, Employee Scorecard, KPI documentation form;

> Manuals: Performance Scorecard guide for Administrators Performance Dashboard guide for Administrators;

> Publications: KPIs for the Human Resources Dashboard, KPIs for the Human Resources Scorecard.
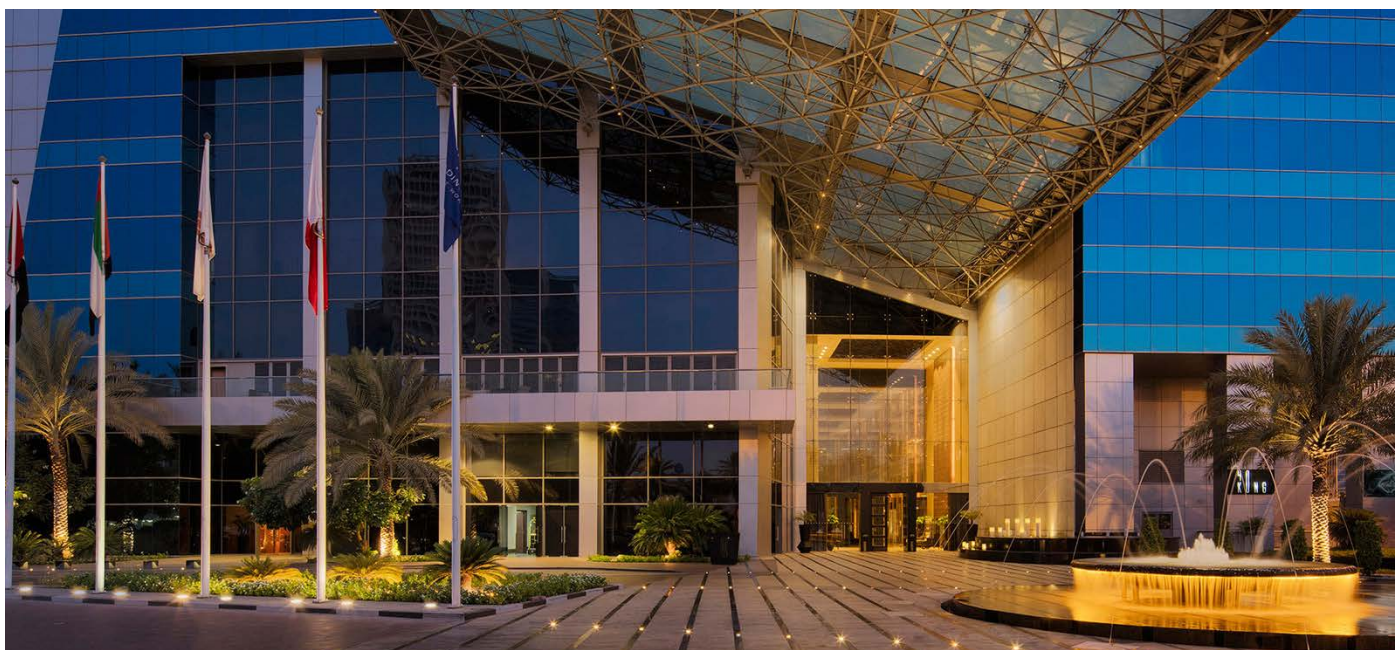
## Premium subscription on smartKPIs.com

Available for 6 months, providing access to 500 fully-documented KPIs, over 20,000 listed KPIs, and one research report from the Top 25 KPIs series.

# Fees

## Course with certification

| Language | Course date | General fee | TKI members | Early bird | 2 or more participants | Registration deadline |
|----------|-------------|-------------|-------------|------------|------------------------|-----------------------|
| English | 15 - 17 June | US $2,900 | US $2,600 | US $2,450 *by 15 May* | US $2,300 | 08 June |
| Arabic | 07 - 09 September | US $2,900 | US $2,600 | US $2,450 *by 07 August* | US $2,300 | 31 August |



*The course fees include course materials, lunch and coffee breaks. It also covers the cost of the certification process, valued at $350, ensuring a smooth certification system.*

## Venue

📍 **The H Hotel**
One Sheikh Zayed Road
Dubai, United Arab Emirates
P.O. Box 125511

## Accommodation

Accommodation is not covered by the attendance fee and it needs to be arranged separately by participants. We invite you to contact the event manager to enquire about special rates from the venue.

## Organize this training course in-house

If you have a group of five or more to train you can save time and money by running this training course in-house. Use the contact details provided below to request a customized offer from one of our training solution specialists.

## For more details

🛒 The KPI Institute Marketplace
📞 +971 4 563 7316 / +971 5 5787 6427
✉ office@kpiinstitute.org
🌐 kpiinstitute.org
🔗 Linkedin  📘 Facebook  🐦 Twitter

# Registration

## ✎ 3 ways to register

### Online

marketplace.kpiinstitute.org

### Direct contact

Call us and we will assist you through the registration process.

**Mrs. Teodora Gorski**
teo.gorski@kpiinstitute.com
M: +971 55 787 6427

**Mr. Alexandru Muntean**
alex.muntean@kpiinstitute.com
M: +40 7 4706 0997

### Registration form

Email us with your registration details

## 💳 Payment

### Credit card

Pay by credit card using the online facility.

### Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

**CONNECTED PERFORMANCE TRAINING INSTITUTE**
(Middle East Division Office, The KPI Institute)
Quantum Executive Business Center, 13th Floor, Burlington Tower, Office 1337, Business Bay, Dubai, UAE
M: +971 557876427

## Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

**Participant details:**

Mr. ☐          Mrs. ☐

..........................................................    ..........................................................
First name                        Last name

..........................................................
Job title

..........................................................    ..........................................................
Email                             Phone

..........................................................
Organization

..........................................................    ..........................................................
Department               Date of training course

..........................................................
Training course

..........................................................    ..........................................................
City                               Country

### Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less $400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

### Term of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

..........................................................    ..........................................................
Signed                              Date

Company stamp ..........................................................

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.

# THE KPI INSTITUTE

Performance

Strategy    Transformation

Innovation    Systems    People

Sustainability    Productivity    Capability

Measurement    Benchmarking    Analytics

Audit    Evaluation    Appraisal

Excellence    Competence

Happiness

## EUROPEAN DIVISION

### SIBIU OFFICE

Sibiu City Center
Somesului Street, No. 3, 550003
Sibiu, Romania
T: +40 774 698 693

## SE ASIA DIVISION

### KUALA LUMPUR OFFICE

Wisma UOA II
Unit 14-13, Jalan Pinang 21, POBOX 50450,
Kuala Lumpur, Malaysia
T: +60 327 421357, M: +60 12 591 1366

## MIDDLE EAST DIVISION

### DUBAI OFFICE

Office 1004-01 10th floor Bay Square-01,
P.O. Box 119724, Business Bay,
Dubai, UAE
M: +971 55 787 6427

### RIYADH OFFICE

Ans Ibn Malik
Al Malqa District,13521
Riyadh, Kingdom of Saudi Arabia
T: 966535735292
M: +966555215868
E: office@kpiinstitute.org

## HEADQUARTERS

### MELBOURNE OFFICE

Life.lab Building
198 Harbour Esplanade, Suite 606
Melbourne Docklands, VIC 3008, AU
T: +613 7050 2557