Organized by: Connected Performance Training Institute

Produced by: maentae

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THE CPD STANDARDS OFFICE
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CERTIFIED EMPLOYEE PERFORMANCE MANAGEMENT PROFESSIONAL

CERTIFIED EMPLOYEE PERFORMANCE MANAGEMENT – The KPI Institute – C-EPM – Framework v 1.0 2026 – PROFESSIONAL

Implementing a successful employee performance management system by using a structured approach

DUBAI, UAE

2026 EDITIONS:

> 13 - 15 JULY (ARABIC)
> 21 - 23 SEPTEMBER



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

Key business benefits:

- Experience the real business applicability of theoretical concepts;
- Manage poor performance in a measurable and effective manner;
- Manage the organizational decision making process by experiencing a variety of business scenarios.

Over the last years, the team at The KPI Institute:

- Documented 8,000+ 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



This course will clarify key, specific, detailed concepts and will provide practical tools and techniques for implementing, improving or maintaining the company's employee performance management system.
Attendees will gain exposure to best practices in the field of performance management and will learn how to establish and use criteria for evaluating performance.

Participants' profile

People interested in employee performance management

Entrepreneurs, analysts and professionals from any field, interested in employee performance management, will acquire the knowledge needed to understand the aspects that influence employee engagement and productivity and will access different methods that could help them improve.

Management representatives

Representatives of top/middle/line management and their respective organizations, regardless of their field of expertise, interested in measuring and evaluating employee performance, will be glad to discover a structured approach to the implementation of an employee performance management system, as well as best practices in the field.

HR professionals

This course offers HR professionals, such as HR Consultants, HR Managers or HR Associates, the opportunity to have exposure to a rigorous approach to individual performance management and evaluation, through the implementation of an integrated employee performance measurement system based on KPIs, behaviors and competencies. Starting from the processes and tools already used in their organizations, after completing this course participants can return to their organizations with a more coherent perspective on how an employee performance management system should work.

Benefits

- Nurture core competencies in order to design, implement, monitor, evaluate and follow a performance management cycle in a successful manner;
- Improve the visibility and clarify accountability related to performance expectations;
- Implement the knowledge acquired during the training course, by accessing a set of performance management tools and relevant;
- Identify the necessary corporate competencies and skills gaps to generate sustainable growth;
- Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer.

Learning objectives

- Understand the fundamentals of the performance management framework;
- Learn how to track the employee performance during each phase of performance management cycle;
- Apply key tools to measure employees' results in a fair and objective manner;
- Learn how to conduct efficient performance appraisals;
- Gain the knowledge of developing a Performance Management System business case.

Agenda

Day 1

Employee Performance Management context

- Benefits of implementing an Employee Performance Management System
- Prerequisites of an Employee Performance Management System
- Governance for the Employee Performance Management
- Impact areas of an Employee Performance Management System
- Performance Management Cycle

Employee Performance Management Architecture

- The link between business strategic objectives and day-to-day actions
- Tools and processes involved in employee performance management
- Visibility and accountability through employee performance management

Employee performance management implementation project

- Importance of a business case for an implementation project
- Elements of a business case
- Clarify organizational context
- Design the system implementation project plan
- Define the tools and templates to be used
- Training sessions for management and employees
- Launch and utilize the system
- Monitoring and review implementation process

Day 2

Establish performance criteria

- Cascading objectives and KPIs from organizational to departmental and individual level
- Defining and selecting competencies
- Defining and setting behaviors

Evaluating employee performance

- Employee Performance Evaluation Form
- Evaluating KPI results
- Assessing competencies and behaviors
- Rating overall performance

Day 3

Employee Performance Management Cycle

- Employee performance planning
- Mid-year performance review objectives
- Point of contact and support for employees
- Annual performance review

Employee performance appraisal meeting

- Preparation for the appraisal meeting
- Feedback techniques
- Active listening
- Performance conversations

Talent Management

- Linking performance evaluation to talent management
- Employee performance plans
- career path, development plan
- Compensation and benefits

Review and Q&A

- Course review
- Q&A

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;
- **Expectations** - share your expectations regarding the training course;
- **Pre-requisite reading** - go through a series of documents to better understand the core-course content.

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 analyses of case studies. The learning experience consists of:

- Discovering the theoretical concepts through interactive exercises;
- Solving different scenarios that might arise within an organization, in order to perform a comparative analysis and identify the best approach to be adopted;
- Using templates that you can afterwards customize to suit your organizational needs;
- Analyzing case studies and identifying solutions for the challenges encountered;
- Sharing your own experiences and good practices in the field.

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;
- **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:

- **Certificate of Completion** (soft copy): after completing pre-course activities and passing the Certification Exam;
- **Certificate of Attendance** (hard copy): after participating at the 3 days of on-site training course;
- **Certified Employee Performance Management Professional diploma** (hard 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.



Where Learning Becomes Lasting Knowledge

The Science of Reinforcement

Most employees forget up to 90% of traditional training within a week (Ebbinghaus Forgetting Curve). Lerero flips the curve, turning training into lasting mastery through gamification, repetition, and reinforcement. With 90 days of microlearning, knowledge retention can improve by up to 80%.

The Problem → The Transformation

The Learning Crisis

Most corporate learning fades before it's applied.

Traditional L&D metrics measure attendance, not retention.

Learners disengage after training ends.

Lerero's Transformation

Reinforces learning daily through micro-challenges.

Uses science-based reinforcement to build recall and confidence.

Keeps them active with gamified, adaptive nudges for 90 days.

LERERO
LEARNING REINFORCEMENT
CHAMPIONSHIP

The 90-Day Reinforcement Championship

Most training stops at completion. The Lerero Learning Reinforcement Championship (LLRC) keeps learning alive for 90 days through micro-challenges, nudges, and leaderboards by turning completion into competence.

- Daily Micro-Challenges
- Leaderboards & Streaks
- Badges & Rewards
- Real-Time Analytics

Ready to Reinvent Learning?

Book a Demo

Contact us:
sales@lerero.com

Visit us:
www.lerero.com

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 changes 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.**



Iulia Tutulan

Management Consultant
Expertise: Employee Performance Management



Teodora Gorski

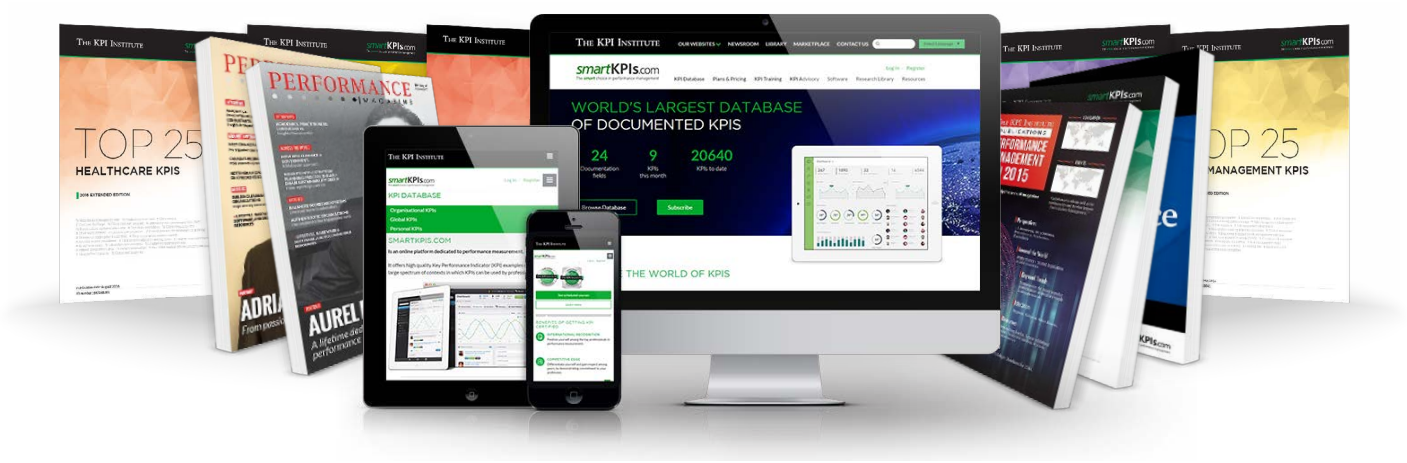
Managing Director MENA
Expertise: Performance Measurement & Management, Balanced Scorecard, Employee Performance Management



Ahmed Al-Zahrani

Lead Management Consultant
Expertise: Strategy Planning and Execution, Organizational Development, and People Management.

Educational resources



Course materials

- Course slides;
- Course notes;
- Course quiz.

Infographics

- The KPI Infographic.

The qualitative reports

- Performance Management in 2012;
- Performance Management in 2013;
- Performance Management in 2014.

Videos

- 11 Videos dedicated to Performance Management.

Webinars

- Free access to all Performance Management webinars up to date.

Performance Management Toolkit

- **Templates:** Behaviors Framework, Competencies Framework, Individual Performance Management Toolkit, Training Plan at Organizational Level, Rewards and Recognition List, Training Plan Sample for Individual Performance Management, Rewards Policy.
- **Manuals:** Architecture and architecture levels, Informal Feedback Guide, Behaviors Framework Example, Competencies Framework Example, Performance Management Policy, Training Policy, Process Guide, Setting Objectives, Setting Competencies, Setting Behaviors.

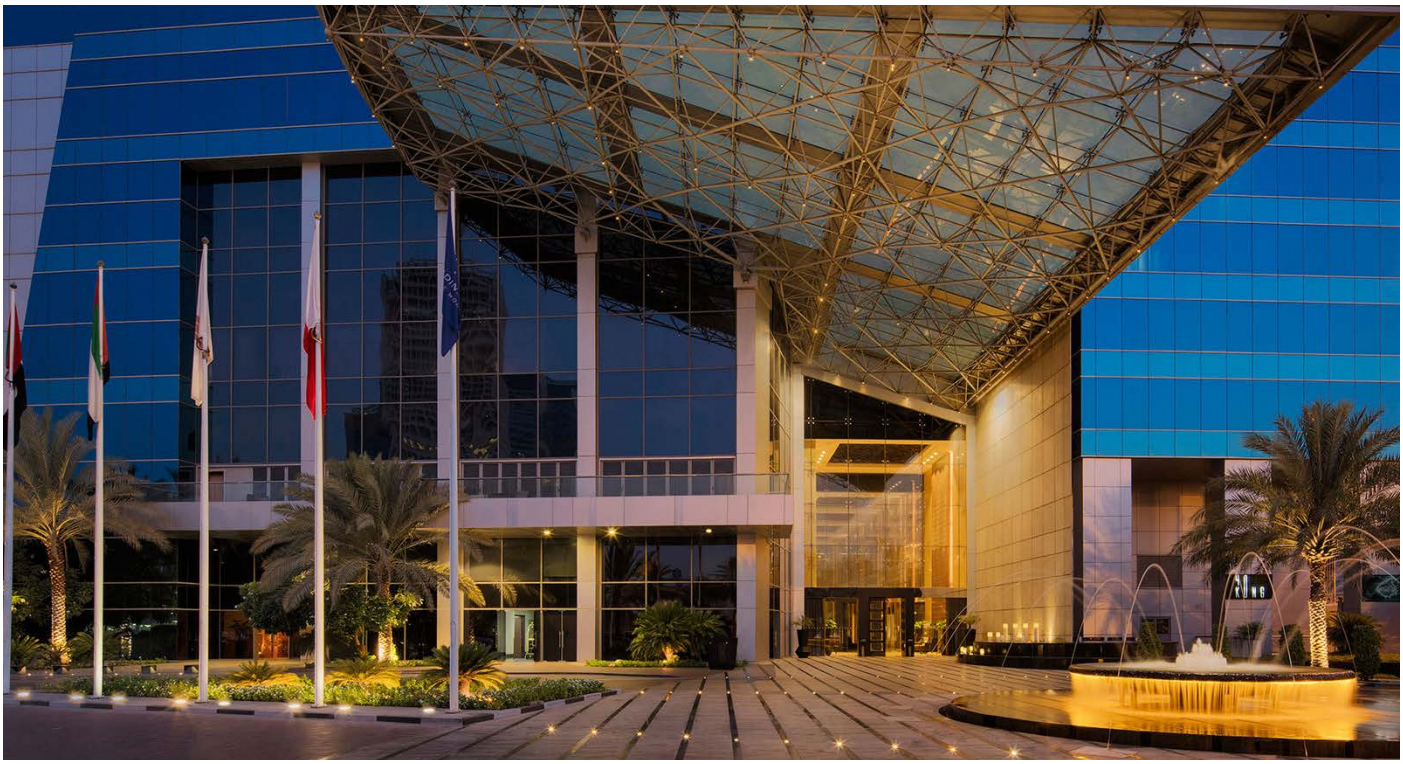
Premium subscription on smartKPIs.com

- Available for 6 months, providing access to 500 fully documented KPIs and over 20,000 KPIs enlisted 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
Arabic	13 - 15 July	US $2,900	US $2,600	US $2,450 *by 13 June*	US $2,300	06 July
English	21 - 23 September	US $2,900	US $2,600	US $2,450 *by 21 August*	US $2,300	14 September



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.

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Mr. Alexandru Muntean
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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.

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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.



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