



# CERTIFIED KPI PROFESSIONAL & PRACTITIONER

Getting Key Performance Indicators right by using a rigorous KPI measurement framework

SARAWAK, MALAYSIA

**2026 EDITIONS:**  
> 11 - 15 MAY



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

## Key business benefits:

- Improve the performance of your company by practicing a sound framework for KPI measurement;
- Obtain better business results by selecting the right KPIs to monitor for your company;
- Generate value from using KPIs by optimizing the data collection process.

## 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.

## Recover up to 100% of costs

The Human Resource Development Corporation (HRD Corp) starts the up-skilling of Malaysian workforce by allowing employers to receive financial assistance up to 100% to cover the training cost incurred, at both regional and international level. For terms and conditions please refer to page 10.



# Course overview



This learning program is structured on two levels of certifications:

**The KPI Certified Professional** – a three days training course focused on developing know-how in working with KPIs. The certification can be obtained by taking a multiple question Certification Exam in the last day of the course.

**The KPI Certified Practitioner** – a two days training course meant to improve the practical skills in working with KPIs and developing instruments like scorecards, dashboards and KPI documentation forms. The applied exercises of this course will enable participants to complete a trial run of all the steps required to complete the portfolio which is the basis of the KPI Practitioner Certification. The exercises will reflect a complete KPI implementation case study, from project planning to KPI data visualization.

## 👤 Participants' profile

### › Professionals interested in measuring performance

Professionals from different fields, such as finance, human resources, production, logistics, information technology and others, interested in Key Performance Indicators, will acquire the competencies needed to measure the performance of their team, department or organization.

### › Top/middle/lower management professionals

Executives or operational managers, regardless of their field of expertise, will gain the ability and knowledge to measure performance and maximize the value of using KPIs. The tools and resources offered as part of the Certified KPI Professional Training Course enable managers to apply the concepts learned within their organizations, immediately after the course.

### › Performance measurement experts

For professionals like Data Analyst, Strategy Manager, Performance Management Officer or Performance Architect, it is important to develop competencies in measuring performance, especially in terms of KPI selection and data gathering. Usually, this particular audience already has a performance measurement system set in place and the Course offers them the opportunity to learn the best practices used in this field and identify how their current processes and approaches regarding KPIs can be improved.

## + Benefits

- › Develop the project plan for a KPI implementation initiative;
- › Practice a sound framework to ensure KPIs are aligned to strategy;
- › Receive personalized feedback on developing the KPI portfolio of instruments;
- › Expand your business network as a member of the Certified KPI Professionals Community;
- › Access +15 templates that help you implement a KPI Measurement Framework in your organization.
- › Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer.

## 🎯 Learning objectives

- › Understand KPI measurement challenges;
- › Differentiate between objectives, KPIs and initiatives;
- › Understand KPI selection in different contexts;
- › Select KPIs for scorecards and dashboards;
- › Develop a KPI implementation project plan;
- › Optimize the KPI activation and data gathering process.

# Agenda

## Certified KPI Professional (09:00-17:00)

### Day 1 - 8h

#### The world of KPIs

- › Challenges in performance measurement
- › The value added by KPIs
- › KPIs concept map
- › Governance
- › Organizational levels

#### Understanding KPIs

- › KPI related terminology
- › SMART objectives decomposed
- › KPI lifecycle

#### KPI typology

- › Leading vs lagging KPIs
- › Qualitative vs quantitative KPIs
- › Efficiency vs effectiveness KPIs

#### KPI taxonomy

- › Interdisciplinary systemic worldview
- › KPI use case scenarios
- › KPI DNA map

### Day 2 - 8h

#### KPI selection

- › KPI selection for organizational scorecard
- › KPI selection sources
- › KPI selection techniques

#### KPIs in Context

- › KPI selection for industry
- › KPIs cascaded to functional area

#### KPI documentation

- › KPI documentation form functions
- › KPI documentation form design
- › KPI documentation process
- › Organizational KPI libraries development
- › Weights and Indexes

#### Working with targets

- › KPI documentation processes
- › Targets in practice
- › Challenges in working with targets
- › Negative behaviors when setting targets

### Day 3 - 8h

#### Data gathering

- › Data quality dimensions
- › KPI reporting data sources
- › KPI activation tools
- › KPI activation techniques
- › Guidelines to improving communication with data custodians
- › Community of Practice

#### Data visualization

- › Guidelines to design efficient templates
- › Usability in terms of visual design
- › Scorecard and dashboard examples
- › Best practices in scorecard design
- › Best practices in dashboard design

#### Review & evaluation test

- › Course review
- › Q&A

#### Certification Exam

## Certified KPI Practitioner (09:00-17:00)

### Day 4 - 8h

#### KPI Project Coordination

- › The business case for KPI implementation
- › KPI project plan
- › Primary and secondary data sources
- › KPI workshop briefing pack

#### KPI Selection

- › Value driver concept mapping
- › Strategy map
- › KPI Selection techniques ( Expo, KPI clustering)
- › KPI selection techniques (VFA, balancing)
- › Organizational scorecard
- › Initiatives management

### Day 5 - 8h

#### KPI selection at operational level

- › Department scorecard
- › Operational dashboard

#### KPI Selection at Operational Level

- › Department scorecard
- › Operational dashboard.

#### KPI Measurement

- › Data gathering communication
- › KPI report
- › Change log

#### Review and Q&A

- › Course review
- › Q&A

#### Learning assessment quiz

# 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 3 days of Certified KPI Professional 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 in:

- › Applying concepts in practical exercises;
- › Analyzing case studies and identifying solutions;
- › Using templates to develop performance measurement instruments;
- › Sharing experiences and best practices;
- › Creating a network of KPI Professionals;
- › Constantly evaluating the participants' knowledge, through short quizzes to support the certification exam.

The 2 days of Certified KPI Practitioner training are characterized by high interactivity and group activities, combined with individual work. The learning experience is designed to help participants develop the final portfolio necessary to obtain the KPI Practitioner Certificate. During this stage, you are:

- › Dedicating 90% of the time to KPIs related practical exercises;
- › Completing exercises that are designed based on real life examples, following a KPI implementation case study, from project planning to KPI data visualization;
- › Receiving tips and tricks for overcoming the most common challenges of performance measurement;
- › Sharing experiences and forming a community of practice;
- › Receiving assistance and constant feedback on your work.

## 🕒 After-course

The learning process is not finalized when the core-course ends. After the 5 days of training participants are required to take the following steps, to become Certified KPI Professionals:

- › **Certification Exam** - take and pass the certification exam which consists of 75 questions with multiple answers.
- › **Forum discussions** - initiate a discussion and contribute in a discussion opened by another participant;
- › **Performance Improvement Essentials** - watch a 45 minutes' webinar presenting the KPI measurement as part of a system that ensures performance improvements and achievement of objectives;
- › **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.

In order to obtain the Certified KPI Practitioner title, the following actions are required:

- › **KPI practitioner Portfolio** – develop 15 key performance management tools based on the best practices promoted by the KPI Institute.
- › **Practitioner journal** - strengthen the learning process incurred by the development of the KPI Practitioner Portfolio by reflecting upon each tool.
- › **Evaluation conversation** – participate to a 30 minutes' discussion meant to provide more insights to The KPI Institute's Evaluation Commission into the approach of developing the KPI Practitioner portfolio.

## ✅ 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 for Certified KPI Professional**: after participating at the 3 days of on-site training course;
- › **Certificate of Attendance for Certified KPI Practitioner**: after participating at the 2 days of on-site training course;
- › **Certified KPI Professional diploma**: 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.

We strongly advise you to ensure that you will receive your Certified KPI Professional title, as this certifies the skills and knowledge related to performance measurement field.

In order to obtain the Certified KPI Practitioner status, a submission of an Application Portfolio is required. To access the application guide, [click here](#)

# Educational resources

## Course materials

- › Course slides;
- › Course notes;
- › The KPI Infographic.

## Catalogues

- › KPI Documentation Forms;
- › Negative Behaviors;
- › Targets in Practice;
- › Dashboards;
- › Scorecards
- › Hardware;
- › Graphs in Practice;
- › Glossary of terms.

## Performance Management Toolkit

- › **Templates:** Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Initiatives Portfolio, Performance Management System Architecture, Monthly Performance Management Process, Employee Scorecard;
- › **Manuals:** Performance Scorecard Guide for Administrator, Performance Dashboard Guide for Administrator;
- › **Publications:** KPIs for Human Resources Dashboard, KPIs for Human Resources Scorecard.

## Webinars

- › Free access to all Performance Management webinars series from 2014 to 2016.

## The qualitative reports

- › Performance Management in 2014;
- › Performance Management in 2015.

## Videos

- › 11 Videos dedicated to Performance Management.

## Fact Sheets:

- › KPI Definitions;
- › KPIs in Practice;
- › Terminology in Practice;
- › KPI Selection Criteria;
- › Performance Management Related Theories.

## KPI Practitioner Course Application Templates

- › KPI Project Plan;
- › KPI Selection Workshop Notification;
- › Primary and Secondary Data Sources List;
- › KPI Selection for Expo;
- › Value Flow Analysis;
- › Balancing KPIs;
- › KPI Documentation Form;
- › Change Log;
- › KPI Data Gathering Template;
- › Data Gathering Communication;
- › Organizational Scorecard;
- › Organizational Dashboard;
- › Departmental Scorecard;
- › Departmental Dashboard;
- › KPI Reporting Page.

## 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.



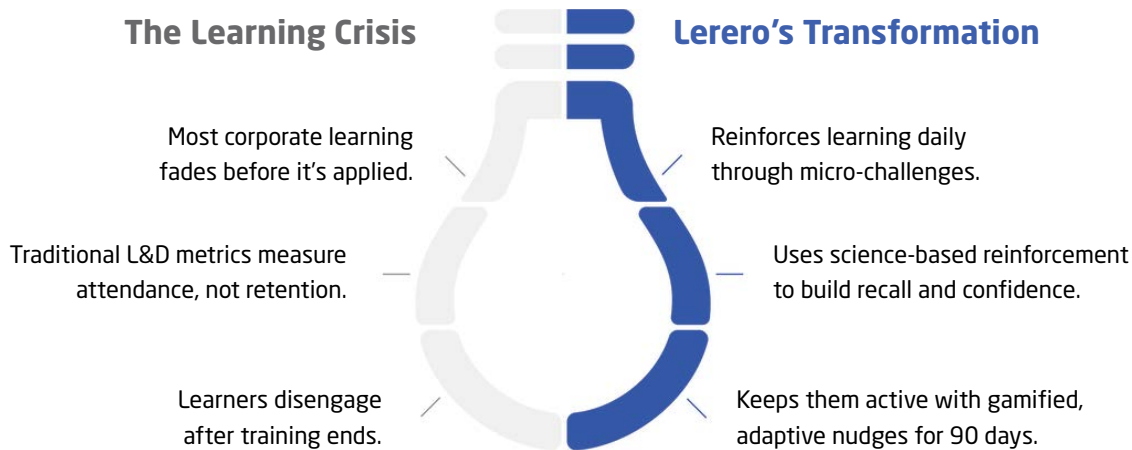
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# Where Learning Becomes Lasting Knowledge

## 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%.

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# 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](mailto:office@kpiinstitute.org).



## Adrian Brudan

General Manager TKI EMEA  
Expertise: Performance  
Measurement & Management,  
Strategy Planning & Execution



## Teodora Gorski

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

# Fees and venue

## Course fees: Certified KPI Professional & Practitioner

Language	Course date	General fee	TKI members	Early bird	2 or more participants	Registration deadline
English	11 - 15 May	US \$3,400	US \$3,200	US \$2,900 by 11 April	US \$2,600	04 May

## Course fees: Certified KPI Professional

Language	Course date	General fee	TKI members	Early bird	2 or more participants	Registration deadline
English	11 - 13 May	US \$1,900	US \$1,800	US \$1,600 by 11 April	US \$1,400	04 May

## 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

## Human Resource Development Corporation (HRD Corp) Info

The HRD Corp starts the up-skilling of Malaysian work force by allowing employers to receive financial assistance up to 100% to cover the training cost incurred, at both regional and international level. The increasing number of requests for performance improvement projects within your region has upgraded our services offering, bringing you the opportunity to acquire both the theoretical knowledge and practical skills for working with KPIs, now available to you through the HRD Corp program! You can claim from the HRD Corp the following:

- > Course fees
- > Daily allowance: should cover participants' meals, land transportation & accommodation
- > Airfare (If applicable)
- > [Click here for more info](#)

# 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: +40 747 060 997

### 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 1321, 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.  Ms.

.....  
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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