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THE KPI INSTITUTE

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2024-2026
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CERTIFIED KEY PERFORMANCE INDICATORS
THE KPI INSTITUTE
C-KPI
Framework v 2.0 2025
PROFESSIONAL

CERTIFIED KPI PROFESSIONAL

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

BANGKOK, THAILAND
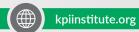
2025 EDITIONS:
> 09 - 11 APRIL

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 regarding KPIs;

> Improve the performance of your company by practicing a sound framework for KPI measurement;

> Obtain better business results by selecting the right KPIs for your company.

Over the last years, 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

KPI selection and data gathering are considered by professionals all around the world to be the most challenging aspects in working with KPIs. A way to address these challenges is to build a sound framework to measure KPIs, starting from the moment they are selected, until results are collected to be centralized in performance reports. This training course presents a rigorous KPI Measurement Framework that embeds 10 years of research in the field of key performance indicators and relies on best practices identified in the real business environment.

👤 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

› Support decision making by accessing relevant performance data;

› Use pre-populated tools to facilitate the implementation of a KPI Measurement Framework in your organization by receiving 10+ templates used in working with KPIs;

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

› Expand your business network by becoming a member of the international Certified KPI Professionals Community.

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

◎ Learning objectives

› Differentiate between objectives, KPIs and initiatives;

› Understand KPI selection in different contexts;

› Apply best practice techniques to KPI selection;

› Document KPIs in a standardized template;

› Learn when and how to use benchmarking in target setting;

› Optimize the KPI activation and data gathering process.

Agenda

Day 1 - 8h	Day 2 - 8h	Day 3 - 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

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

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

Previous participants

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;

> Using templates to develop performance measurement instruments;

> Sharing experiences and best practices and creating a network of KPI Professionals;

> Constantly evaluating the participants' knowledge, through short quizzes to support the certification exam.

◉ 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;

> **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;

> **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 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 KPI 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.

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.**

Educational resources

Course materials

> Course slides;
> Course notes;
> Course quiz;
> Workbook;
> The KPI Infographic.

The qualitative reports

> Performance Management in 2014 and 2015.

Catalogues

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

Videos

> 11 Videos dedicated to Performance Management.

Fact sheets

> KPI Definitions, KPIs in Practice;
> Terminology in Practice;
> KPI Selection Criteria;
> Performance Management Related Theories.

Webinars

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

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.

Educational resources

MICRO-CERTIFICATE IN PERFORMANCE MEASUREMENT MATURITY ASSESSMENT

This micro-certification course is an additional benefit provided to all participants to upskill professionals in assessing Performance Measurement 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:

> - KPI Selection
> - KPI Documentation
> - Target Setting

> - Data Gathering
> - Data Visualization
> - KPI Governance

OTHER RELATED MICRO-CERTIFICATES

Micro-certificate in Strategy Planning Maturity Assessment

Micro-certificate in Performance Improvement Maturity Assessment

Micro-certificate in Employee Performance Maturity Assessment

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

Fees and venue

Course fees

Language	Course date	General fee	TKI members	Early bird	3 or more participants	Registration deadline
English	09 - 11 April	US $1,900	US $1,800	US $1,600 by 09 March	US $1,400	02 April

The course fees include course materials, lunch and coffee breaks. It also covers the cost of the certification process.

Venue

📍 **To be Confirmed**
Bangkok, Thailand

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

📞 +61 3 9028 2223 / +61 4 2456 8088

✉ office@kpiinstitute.org

🌐 kpiinstitute.org

in Linkedin f Facebook 🐦 Twitter

Registration

✍ 3 ways to register

Online
marketplace.kpiinstitute.org

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

Sasikala Annamalai

sasikala.annamalai@kpiinstitute.com
M: +60 1 2591 1366

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 KPI INSTITUTE

Performance
Strategy Transformation
Innovation Systems People
Sustainability Productivity Capability

Measurement Benchmarking Analytics
Audit Evaluation Appraisal
Excellence Competence
Happiness

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