



# CERTIFIED AGILE STRATEGY EXECUTION PROFESSIONAL

LIVE ONLINE CERTIFICATION

## 2025 EDITIONS:

- > 17 - 21 FEBRUARY
- > 23 - 27 MARCH (ARABIC)
- > 19 - 23 MAY
- > 06 - 10 JULY (ARABIC)
- > 21 - 25 JULY
- > 08 - 12 SEPTEMBER
- > 05 - 09 OCTOBER (ARABIC)
- > 10 - 14 NOVEMBER



Ensure a successful strategy execution

## 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.
- > Eligible for Executive Program in Strategy & Performance Graduate Certification and Executive Program in Strategy & Performance Postgraduate Diploma.



## Over the last years, The KPI Institute's team has:

- > 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 international recognitions for your skills as a Certified Agile Strategy Professional.

## 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 - 4h

### Strategy Management Overview

- › Key concepts
- › Strategy Management Framework
- › Agile strategy execution.

### Strategy Execution Prerequisites - I

- › Talent
- › Corporate level core competencies
- › Key competencies at strategic initiative level
- › Staffing for strategy
- › Finances.

## Day 2 - 4h

### Strategy Execution Prerequisites - II

- › Strategy Execution System
- › Process management
- › System map
- › Governance.

### Initiatives Management

- › Translate strategy into initiatives
- › Portfolio management
- › Initiatives management
- › Benefits realization.

## Day 3 - 4h

### Performance Measurement

- › Data gathering
- › Data analysis.

### Performance Reporting

- › Reports development
- › Reporting process
- › Cross-functional alignment.

## Day 4 - 4h

### Adapting To Changes

- › Strategy management cycle
- › Strategy review meeting
- › Decision making.

## Day 5 - 4h

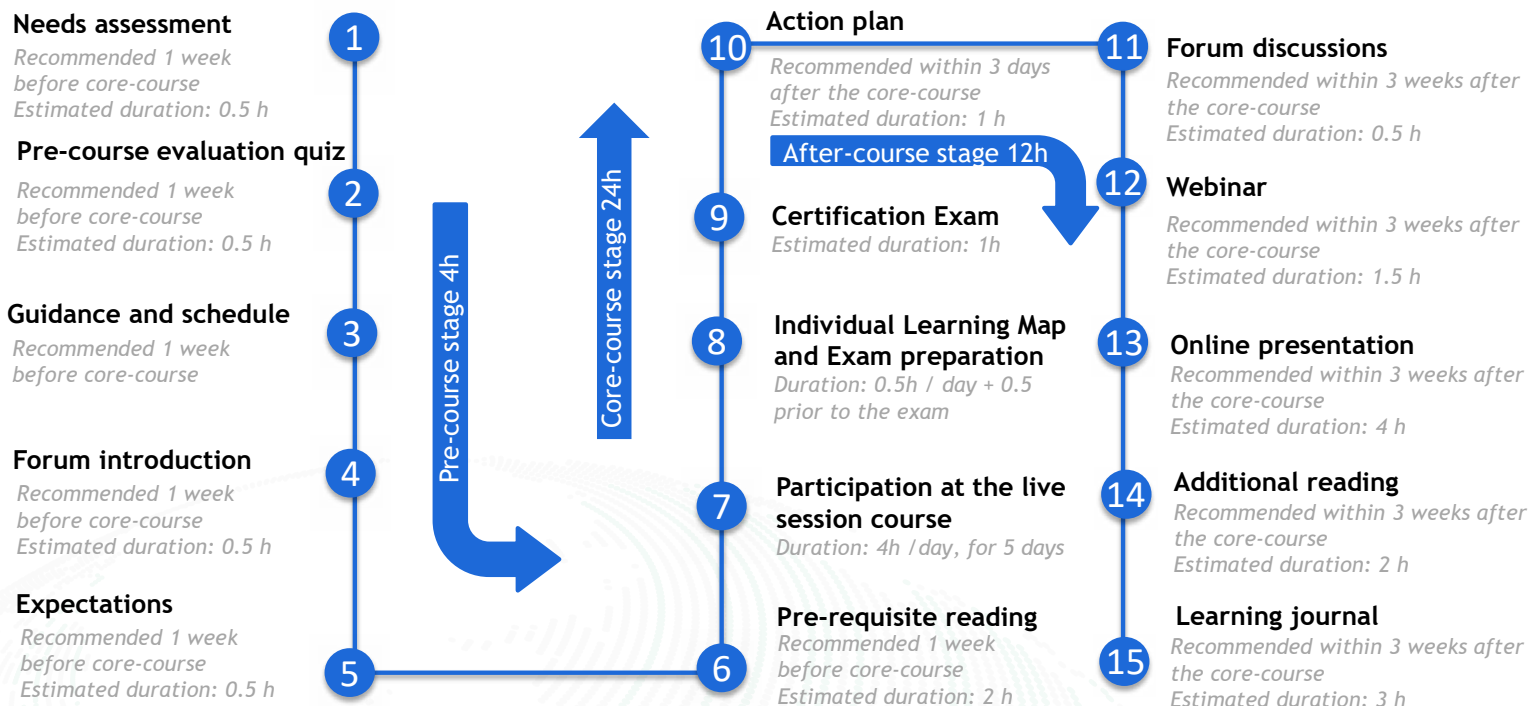
### Key Capabilities To Support Strategy Execution

- › Strengthening strategic agility
- › Change management
- › Culture
- › Technology.

### Review and Q&A

- › Course review
- › Q&A.

# Certification Process

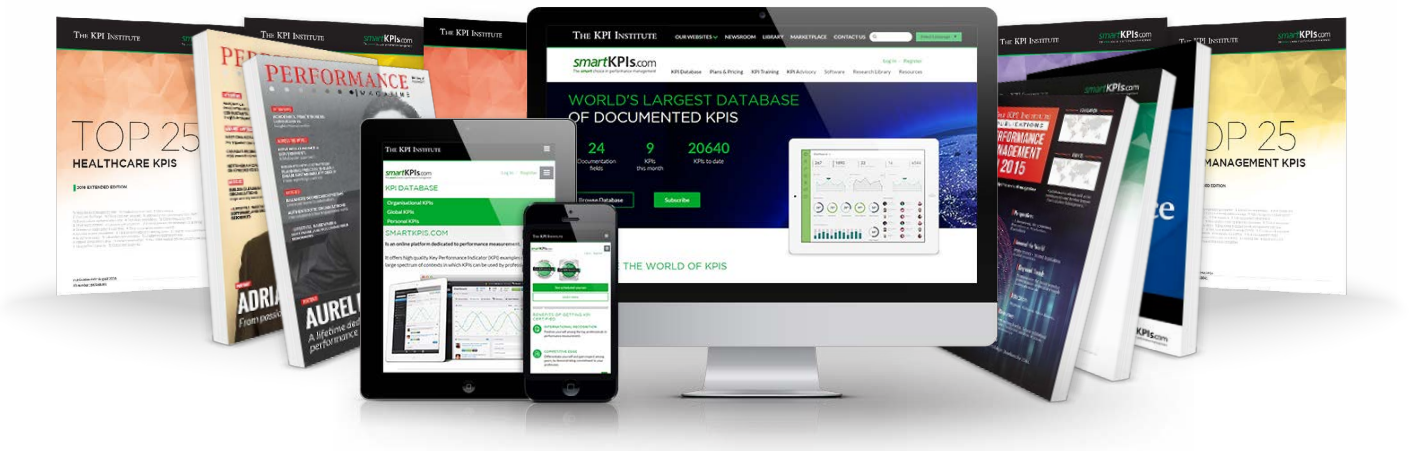


The certification process is finalized only when you complete all 3 stages of the learning experience. You will receive:

- Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- Certificate of Attendance (soft copy): after taking part in the 5 days of the live session course;
- Certified Professional diploma (soft copy): after you have successfully completed all 3 stages of the learning experience and the contractor has received full payment.



# 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](https://www.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.

# Educational resources



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 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).



## Malek Ghazo

Lead Management Consultant  
Expertise: Performance  
Measurement Management, Strategy  
Management, Data Visualization,  
Customer Service, Organizational  
Excellence, Innovation, Sustainability



## Cristina Mihailoae

Business Unit Manager - Research  
Division  
Expertise: Strategic Planning  
and Execution, Performance  
Measurement,  
Employee Performance  
Management, Maturity Assessment,  
Operational Governance



## Andrea Minelli

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



## Teodora Gorski

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



# About Executive Education in Strategy and Performance



The Executive Program in Strategy and Performance is the most complex educational program in The KPI Institute's portfolio. It is designed for business leaders who are interested in strengthening their skills in strategic planning, performance measurement, data analysis and reporting, and strategy execution in dynamic markets.

**Professionals interested in this program, can enroll to obtain one of the following diplomas:**

## Postgraduate Diploma in Strategy and Performance

Recommended for Executives and consultants interested in developing an in-depth understanding and experience in Strategy and Performance Management.

- › 3 semesters (18 months)
- › 6 mandatory courses
- › 2 elective courses
- › 1 final practitioner portfolio (36 assignments)
- › 1 Postgraduate Diploma in Strategy and Performance



## Graduate Certificate in Strategy and Performance

Recommended for professionals interested to explore the basic disciplines related to Strategy and Performance Management.

- › 2 semesters (12 months)
- › 4 courses
- › 1 final practitioner portfolio (20 assignments)
- › 1 Graduate Certificate in Strategy and Performance



*"NOTE: Certified Agile Strategy Execution Professional is part of both Executive Education programs, Graduate and Postgraduate."*



# Course Fees



Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 17 - 21 February	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
	> 19 - 23 May	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
	> 21 - 25 July	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
	> 08 - 12 September	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
	> 10 - 14 November	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
Arabic	> 23 - 27 March	22:30-02:30 GST	13:30-17:30 CST (US)	USD \$ 1,500
	> 06 - 10 July	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
	> 05 - 09 October	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500

## Join as a Group

### Customized Live Online Group Training Programs

The KPI Institute offers Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, and our next-generation online technology, our Group learning programs are unique, readily-available learning experiences that deliver results for both your employees and your organization.

This fully customized training solution supports organizations of all sizes, to provide their employees with development opportunities in an efficient, impactful, and cost-effective way.

# Benefits of customized live online sessions



## Flexibility and convenience

- ▶ Participants can learn from anywhere and it can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime convenient for the group.

## Customized course content

- ▶ Course content, case studies and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

## Business continuity

- ▶ Continuity of work with daily sessions scheduled for a maximum 4 hours to ensure both information assimilation efficiency and work-related task completion.

## Virtual collaborative learning

- ▶ Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

## Cost effectiveness

- ▶ An estimated of up to 40% savings compared with traditional face-to-face in-house solutions, due to logistical burdens being waved from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	3 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	1 or 2 selected sessions from the certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at [office@kpiinstitute.org](mailto:office@kpiinstitute.org) or contact one of the region representatives.

## Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current system or tools, and provide feedback on how to improve current strategy, performance measurement, and management practices.
- ▶ Our dedicated coaches are industry, capability, and functional area experts, who will guide the participants.
- ▶ They will work closely with the attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

\*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call, for all delegates, or individually between each participant and the facilitator.

\*\*Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

**Get in touch with us for a customized quotation**

# Registration

## 3 ways to register

### Online

marketplace.kpiinstitute.org

### Direct contact

Call us and we will assist you with the registration process

#### Asia-Pacific Delegate

**Sasikala Annamalai**

**Senior Business**

**Development Manager**

**E: sasikala.annamalai@kpiinstitute.com**

**M: +60 12 591 1366**

#### Worldwide Delegate

**Alexandru Muntean**

**Head of Customer Engagement**

**E: 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.

## 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, minus \$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 are unable to attend the course after the registration process has been completed, you may delegate another person to attend the course in your place, without paying any further fees. If you have confirmed and paid the attendance fee, but you didn't attend the course, the fee will not be refunded. If you only partially attend the course (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

### Terms 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 be 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

## EUROPEAN DIVISION

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### SIBIU OFFICE

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

## SE ASIA DIVISION

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### 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

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

## HEADQUARTERS

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### MELBOURNE OFFICE

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