Produced by:

maentae

In partnership with:

THE KPI INSTITUTE

Accredited cpd Course

THE CPD STANDARDS OFFICE
CPD PROVIDER: 22103
2024-2026
www.cpdstandards.com

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

CERTIFIED KPI PROFESSIONAL

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

LIVE ONLINE CERTIFICATION

2026 EDITIONS:

> 07 - 11 SEPTEMBER
> 13 - 17 SEPTEMBER (ARABIC)
> 11 - 15 OCTOBER (ARABIC)
> 18 - 22 OCTOBER (ARABIC)
> 26 - 30 OCTOBER
> 16 - 20 NOVEMBER
> 22 - 26 NOVEMBER (ARABIC)
> 23 - 27 NOVEMBER
> 14 - 18 DECEMBER
> 29 - 03 DECEMBER (ARABIC)
> 27 - 31 DECEMBER (ARABIC)

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

POSTGRADUATE DIPLOMA
STRATEGY & PERFORMANCE
THE KPI INSTITUTE
★★★

GRADUATE CERTIFICATE
STRATEGY & PERFORMANCE
THE KPI INSTITUTE
★★

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

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 and 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 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 Analysts, Strategy Managers, Performance Management Officer or Performance Architects, 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 to 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 - 4h

The World of KPIs

- Challenges in performance measurement
- The value added by KPIs
- Main roles of Business Performance Management systems
- Integrating tools into a Performance Mangement System
- Performance tools overview
- KPIs Management Framework concept map
- Governance
- KPIs skills architecture

Day 2 - 4h

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 3 - 4h

KPI Selection

- KPI selection for org. scorecard
- KPI selection sources
- KPI selection techniques

KPIs in Context

- KPI selection for industry
- KPIs cascaded to functional area

Day 4 - 4h

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 5 - 4h

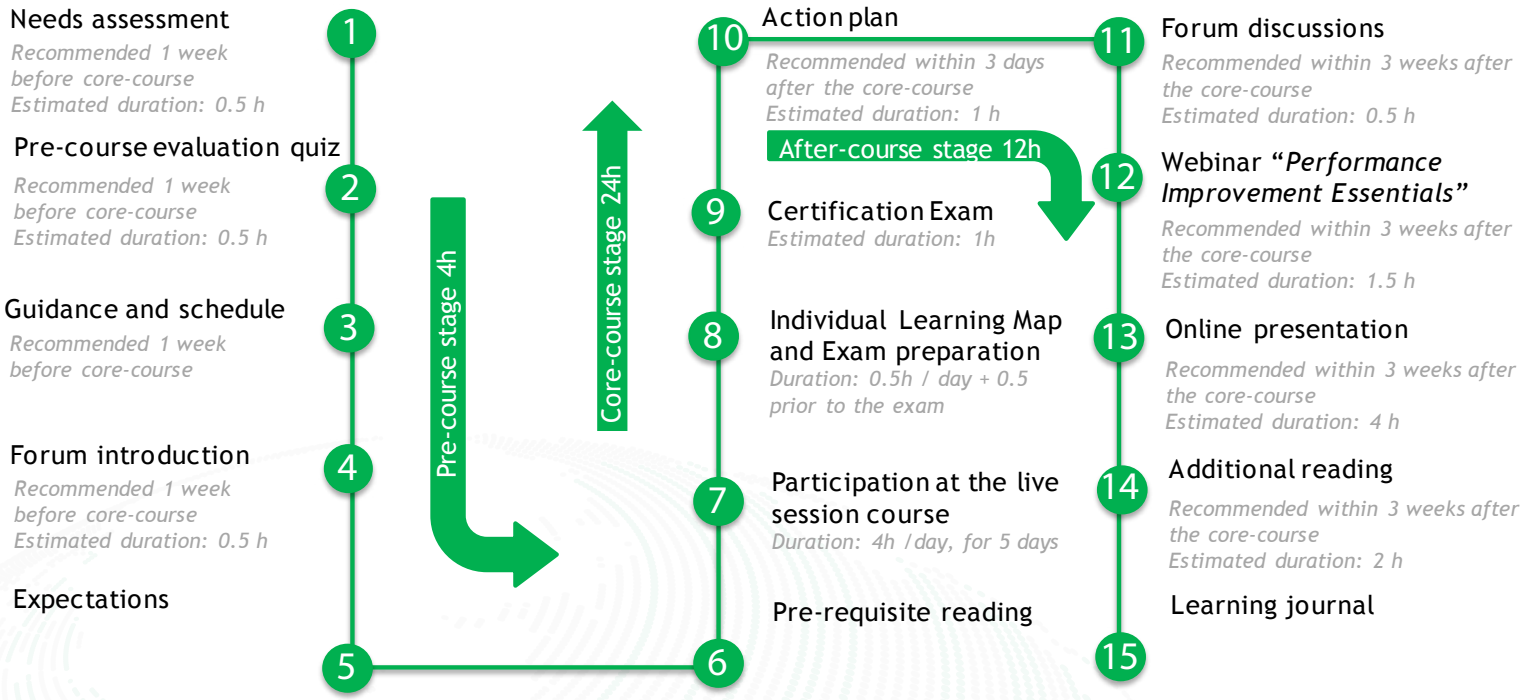
Data Gathering

- 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

Certification Process



The certification process is finalized only when you have successfully completed 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.
- CPD Certificate of Attendance (soft copy): once you have successfully obtained the Professional status.

Educational resources

Course materials

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

The qualitative reports

- Performance Management in 2012 – 2018.

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 to date.

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.

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.

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	Lerero's Transformation
Most corporate learning fades before it's applied.	Reinforces learning daily through micro-challenges.
Traditional L&D metrics measure attendance, not retention.	Uses science-based reinforcement to build recall and confidence.
Learners disengage after training ends.	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.**

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

Raluca Vintila

Management Consultant
Expertise: Performance Measurement

Alin Sonda

Expertise: Performance Measurement & Management, Balanced Scorecard, Performance Audit

Ahmed Al-Zahrani

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

Manhal Dakhl-Allah

Lead Management Consultant
Expertise: Strategy Planning & Execution, Business Balanced Scorecards, Performance & KPIs Management, Employee Performance Management

German Zelada

Management Consultant. Expertise: Performance Measurement, Project Management, Software Development, Business Intelligence (BI) and Enterprise Resource Planning (ERP)

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: The Certified KPI Professional is part of both Executive Educational programs, Graduate and Postgraduate."

Course Fees

Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 10 - 14 August	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 07 - 11 September	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 26 - 30 October	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 16 - 20 November	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 23 - 27 November	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 14 - 18 December	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
Arabic	> 23 - 27 August	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 13 - 17 September	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 11 - 15 October	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 18 - 22 October	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 22 - 26 November	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 29 - 03 December	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 27 - 31 December	08:00-12:00 KSA time	13:00-17:00 GMT +8	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 the course 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.

- **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**
  You can continue your work, with daily sessions, scheduled for a maximum of 4 hours, to ensure both information assimilation and work-related task completion efficiency.

- **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**
  You will save approximately 40% of your investment when compared to traditional face-to-face in-house solutions, due to the logistical burdens being removed 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 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

Contact Asia Pacific
Sasikala Annamalai
Senior Business Development Manager
E: sasikala.annamalai@kpiinstitute.com
M: +60 12 591 1366

Contact Rest of the World
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 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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