



# CERTIFIED KPI PRACTITIONER

Maximize the impact of KPIs on your organization's performance!

LIVE ONLINE CERTIFICATION

## 2025 EDITIONS:

- > 24 - 26 FEBRUARY
- > 23 - 25 MARCH (ARABIC)
- > 01 - 03 JUNE (ARABIC)
- > 14 - 16 JULY
- > 12 - 14 OCTOBER (ARABIC)
- > 10 - 12 NOVEMBER



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;
- > Develop the necessary tools and templates to start implementing or to upgrade your performance measurement system;
- > Obtain better business results by applying best practices in using KPIs.

## 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



Selection and data gathering are considered by practitioners all around the world to be the most challenging aspects in working with Key Performance Indicators (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. The KPI Institute has developed a rigorous KPI Measurement Framework that embeds 10 years of research in the field and relies on best practices applicable in the real business environment. The KPI Measurement Framework represents the fundamentals for the educational program Certified KPI Professional and Practitioner.

## Participants' profile

### > Certified KPI professionals

This training course addresses a specific audience, the Certified KPI Professionals, given that the participants must be familiar with The KPI Institute's Key Performance Indicators Measurement Framework in order to successfully complete the learning program.

### > Oriented towards professional development

This certification is designed for executives, managers, planners and analysts who not only are seeking to complement their current certification as Certified KPI Professional, but are also interested in continuous professional development. The participants' profiles include individuals oriented towards professional development and committed to achieving recognition for their competencies.

Whether they are executives, managers or analysts, these professionals are seeking to continuously improve their skills and knowledge in this field.

### > Committed professional

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

- > Receive personalized feedback on your own KPI Practitioner Portfolio;
- > Practice a sound framework to ensure KPIs are aligned to strategy;
- > Practice the development of tools and take a step forward towards your KPI Practitioner Certification;
- > 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

- > 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

### KPI Project Coordination

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

### KPI Selection at Organizational Level - I

- › Value driver concept mapping
- › Strategy map
- › KPI selection techniques (Expo, KPI Clustering).

## Day 2 - 4h

### KPI Selection at Organizational Level - II

- › KPI selection techniques (VFA, Balancing)
- › Organizational scorecard
- › Initiatives management.

### KPI Selection at Operational Level

- › Department scorecard
- › Operational dashboard.

## Day 3 - 4h

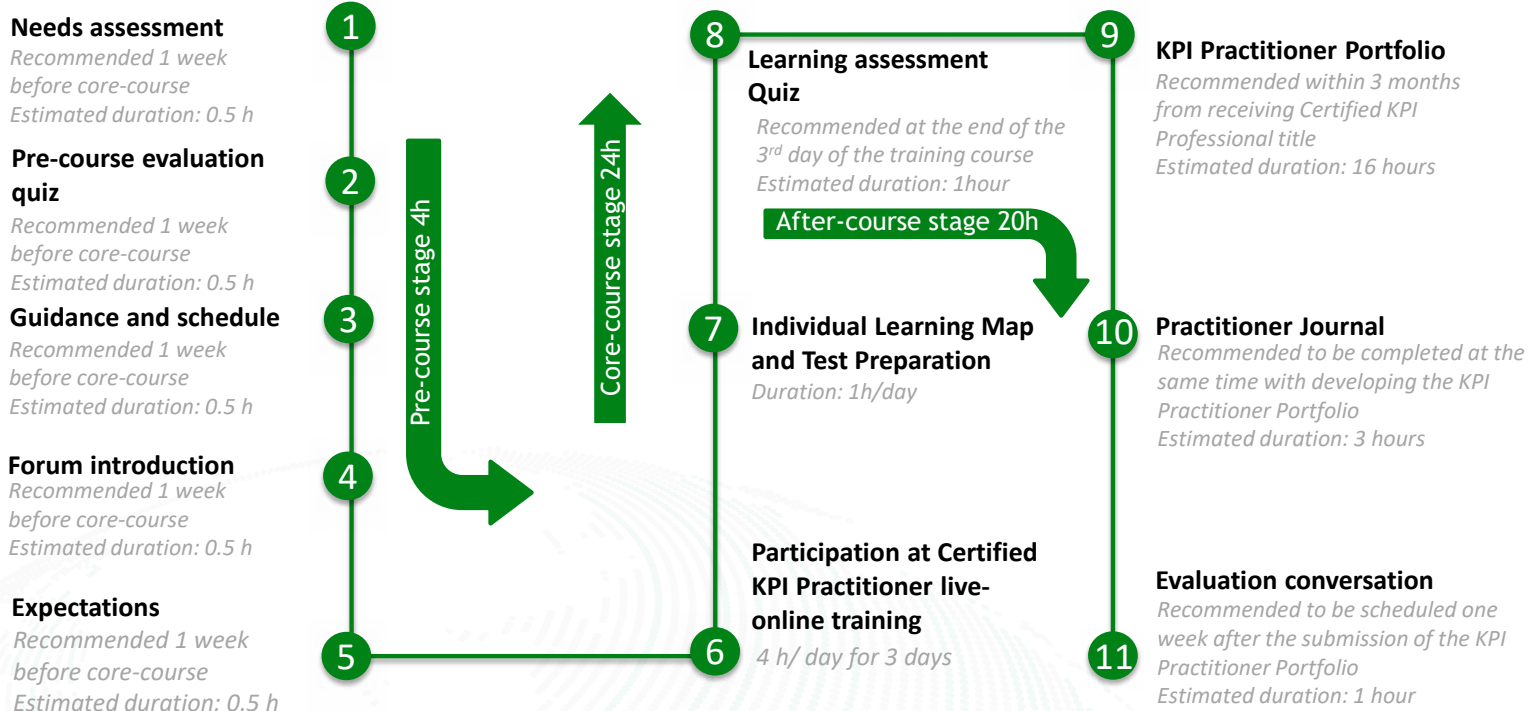
### KPI Measurement

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

### 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 finalizing the course;
- Certificate of Attendance (soft copy): after taking part in the 3 days of the live session course;
- Certified Practitioner 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 Practitioner status.



# Educational resources



## Course materials

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

## Webinars

- › Free access to all Performance Management webinars series to date.

## 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](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.

# 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).



## Teodora Gorski

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

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## Ahmed Al-Zahrani

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

# Course Fees



Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 24 - 26 February	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 900
	> 14 - 16 July	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 900
	> 10 - 12 November	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 900
Arabic	> 23 - 25 March	22:30-02:30 GST	13:30-17:30 CST (US)	USD \$ 900
	> 01 - 03 June	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 900
	> 12 - 14 October	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 900

## 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](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

#### Middle-East Delegate

**Teodora Gorski**  
**Managing Director MENA**  
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**M: +971 55 787 6427**

#### Worldwide Delegate

**Alexandru Muntean**  
**Head of Customer Engagement**  
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## 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

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