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THE KPI INSTITUTE

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2024-2026
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CERTIFIED OKR PROFESSIONAL
THE KPI INSTITUTE
Objectives and Key Results Framework v 1.0 2026
C-OKR

# CERTIFIED OKR PROFESSIONAL

**Getting Objectives and Key Results right by using a rigorous OKRs implementation and value generation framework**

LIVE ONLINE CERTIFICATION

## 2026 EDITIONS:

> 07 - 11 SEPTEMBER
> 19 - 23 OCTOBER
> 25 - 29 OCTOBER (ARABIC)
> 09 - 13 NOVEMBER
> 14 - 18 DECEMBER

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

## Key business benefits:

- Improve the strategy execution of your company by identifing the main short term objectives and key drivers of success.
- Obtain better business results by focusing on key streched objectives for each quarter.
- Increase employee accountability by enabling them to practice OKRs alignment and by fostering flexibility.
- Eligible for Executive Program in Strategy & Performance Postgraduate Diploma.

POSTGRADUATE DIPLOMA
STRATEGY & PERFORMANCE
THE KPI INSTITUTE

## 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

The five-day course trains participants in how to set and work with OKRs and offers them the opportunity to get certified on the ability to deploy and use OKRs in accordance with The KPI Institute's standards, developed through extensive research and practical knowledge in the field of Performance Management and Objective Setting.

## Participants' profile

### Professionals interested in measuring performance

Professionals from different fields, such as finance, human resources, production, logistics, information technology and others, interested in objectives and key results, 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 OKRs. The tools and resources offered as part of the Certified OKR 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 OKR 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 OKRs can be improved.

## Benefits

- Support fast decision making by fostering constant feedback and communication;
- Access an innovative learning experience based on a 3 stage educational process;
- Obtain premium recognition as a Certified OKR
- Professional by completing a unique international learning program;
- Expand your business network by becoming a member of the international Certified OKR Professionals Community;
- Champion the use of a rigorous OKRs process within organizations;
- Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer

## Learning objectives

- Differentiate between objectives, Key Results and Initiatives;
- Recognize different types of OKRs;
- Acknowledge the benefits of stretched goals;
- Understand OKR setting in different contexts;
- Apply best practice techniques to align OKRs across the organization;
- Comprehend the review and decision making process;

# Agenda

## Day 1 - 4h

### Understanding OKRs

- What are OKRs?
- Stretched goals
- Measurable Key Results
- Action oriented initiatives

### OKRs and other PMS

- OKRs vs KPIs
- OKRs and KPIs integration
- OKRS vs MBO

## Day 2 - 4h

### Performance management system based on OKRs

- Challenges in working with OKRs
- OKRs lifecycle
- The value added by OKRs
- Governance

### OKRs typology

- Strategic vs tactical OKRs
- Aspirational vs Committed OKRs

## Day 3 - 4h

### OKRs in different environments

- OKRs in general organizations
- OKRs in innovative/project-based companies
- OKRs in governmental entities

### Setting OKRs

- OKR setting process
- Common mistakes in setting OKRs
- OKR setting in practice

## Day 4 - 4h

### Aligning OKRs

- OKR alignment approaches
- OKR alignment in different types of organizations
- OKRs alignment in practice

### OKRs review

- OKRs review process
- Types of OKRs review
- OKRs review in practice

## Day 5 - 4h

### Learning from OKRs

- Decision making process based on OKRs
- Initiatives management
- OKRs refinement

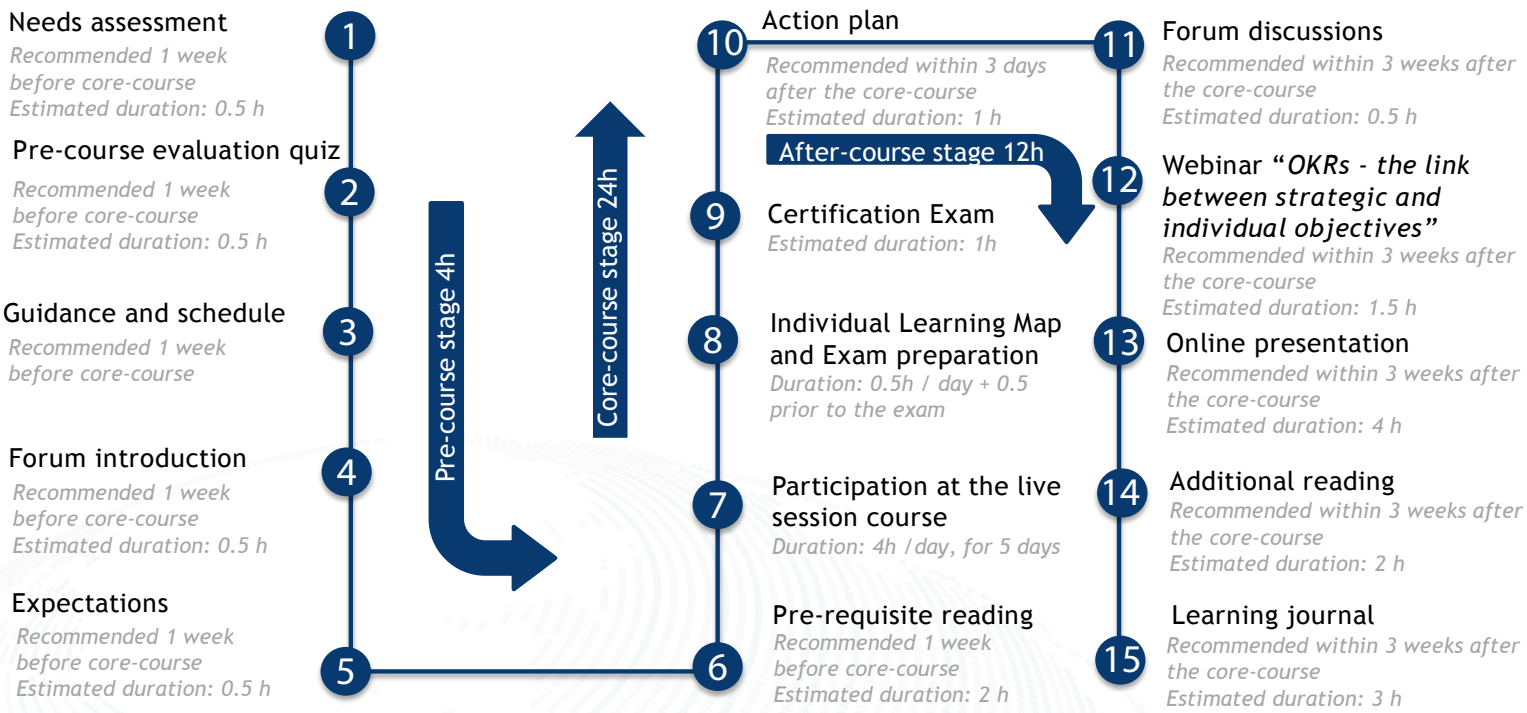
### Change management culture

- Change management
- Employee engagement
- Gamification

### Review and Q&A

- Course review
- Q&A

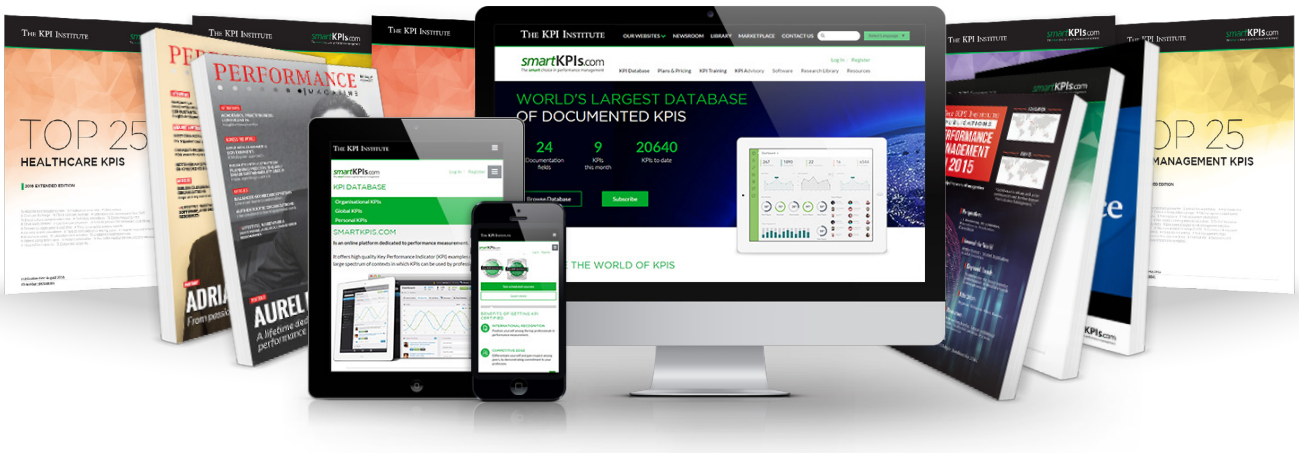
# Certification Process




The certification process is finalized only when you complete all of the 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 participating at the 5 days of live session course;
- Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience and the full payment was received by contractor;
- CPD Certificate of Attendance (soft copy): once 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

## Videos

- 11 Videos dedicated to Performance Management.

## Fact sheets

- What are OKRs
- OKRs vs KPIs
- Implementing OKRs Part 1
- Implementing OKRs Part 2
- OKRs implementation theory vs practice

## Webinars

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

## 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.

# 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%.

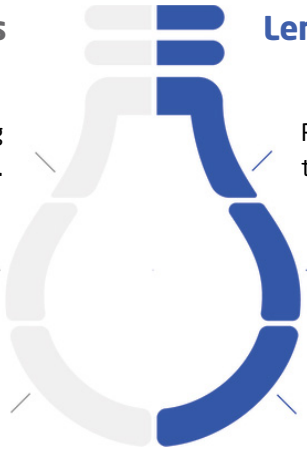
### The Problem → The Transformation

**The Learning Crisis**

Most corporate learning fades before it's applied.

Traditional L&D metrics measure attendance, not retention.

Learners disengage after training ends.



**Lerero's Transformation**

Reinforces learning daily through micro-challenges.

Uses science-based reinforcement to build recall and confidence.

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.**

## Alina Miertoiu

Senior Management Consultant
Expertise: OKRs, Performance Measurement & Management, Benchmarking

## Mihai Toma

Managing Director of Consulting Services
Expertise: Balanced Scorecard, Strategy Planning & Execution, Performance Measurement & Management

## Malek Ghazo

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

# 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 OKR Professional is part of the Postgraduate Executive Education program."*

# Course Fees

| Language | Date | Time zone 1 | Time zone 2 | Standard Fee |
|---|---|---|---|---|
| English | > 27 - 31 July | 08:00-12:00 KSA time | 13:00-17:00 GMT +8 | USD $ 1,500 |
| | > 24 - 28 August | 17:00-21:00 KSA time | 09:00-13:00 CST (US) | USD $ 1,500 |
| | > 07 - 11 September | 08:00-12:00 KSA time | 13:00-17:00 GMT +8 | USD $ 1,500 |
| | > 19 - 23 October | 08:00-12:00 KSA time | 13:00-17:00 GMT +8 | USD $ 1,500 |
| | > 09 - 13 November | 17:00-21:00 KSA time | 09:00-13:00 CST (US) | USD $ 1,500 |
| | > 14 - 18 December | 08:00-12:00 KSA time | 13:00-17:00 GMT +8 | USD $ 1,500 |
| Arabic | > 16 - 20 August | 17:00-21:00 KSA time | 09:00-13:00 CST (US) | USD $ 1,500 |
| | > 25 - 29 October | 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 is offering 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, together with next-generation online technology, our Group learning programs are unique, accessible anytime, anywhere learning experiences that deliver results for employees and the 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 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 through 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, 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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