Produced by:

maentae

In partnership with:

THE KPI INSTITUTE

Accredited cpd Course

THE CPD STANDARDS OFFICE
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2024-2026
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CERTIFIED STRATEGY & BUSINESS PLANNING
THE KPI INSTITUTE
Framework v 2.0 2026
CSBP
PROFESSIONAL

CERTIFIED STRATEGY AND BUSINESS PLANNING PROFESSIONAL

Develop strategies to drive business performance

LIVE ONLINE CERTIFICATION

2026 EDITIONS:

> 14 - 18 SEPTEMBER
> 20 - 24 SEPTEMBER (ARABIC)
> 11 - 15 OCTOBER (ARABIC)
> 19 - 23 OCTOBER
> 15 - 19 NOVEMBER (ARABIC)
> 23 - 27 NOVEMBER
> 07 - 11 DECEMBER
> 13 - 17 DECEMBER (ARABIC)

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

Key business benefits:

- Understand the logic of strategy planning at every level of the organization.
- Become familiar with an easy-to-use toolkit for every step of the strategy planning process.
- Be ready to transfer the knowledge accumulated into your organization.
- Eligible for Executive Program in Strategy & Performance Graduate Certification and Executive Program in Strategy & Performance Postgraduate Diploma.

POSTGRADUATE DIPLOMA
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.

GRADUATE CERTIFICATE
STRATEGY & PERFORMANCE
THE KPI INSTITUTE
★★

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Course overview

To be successful in the long-run, organizations need to define a mission and a vision, which can be cascaded down into SMART strategic and operational objectives, at all hierarchical levels. The course offers an algorithm on how this can be done, with a focus on creating strategies that are internally consistent and aligned for optimal performance. At the same time, the course offers tools for both internal and external environmental scanning, which will allow companies to build strategies that are flexible and shock-absorbent, adapted to a business world that is rapidly changing. Last but not least, the course focuses on how departments can set their own strategies and action plans that are ready-for-execution and support the overall corporate strategy.

Participants' profile

Business owners and top management

Business owners and top management professionals will acquire the knowledge and competencies 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 competencies 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 their knowledge and competencies in assisting organizations with their strategy and business planning processes at all levels. By attending this course, they also join a network of professionals and get into direct contact with companies potentially interested in their services.

Benefits

- Receive structured knowledge that can be transferred into all areas of your professional life;
- Get access to a network of specialists, discussing business opportunities, innovative solutions, and strategy planning dilemmas;
- Receive a premium recognition as a Certified Strategy and Business Planning Professional.
- Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer

Learning objectives

- Build up a strategic mind frame;
- Understand key strategy planning concepts;
- Use strategy planning tools, in individual and team exercises;
- Reflect on the best practices in the field, by studying case studies.

Agenda

Day 1 - 4h

Key concepts

- Strategy planning defined
- Assumptions for strategy planning
- The process of strategy planning – an overview

Corporate Identity

- Impact
- Mission
- Corporate values
- Capabilities

Day 2 - 4h

Choice of a competitive strategy

- Low cost, low price
- Differentiation
- Customer relationship
- Network effect

Strategic Internal Environmental Scanning

- Assessing existing processes
- Assessing existing resources
- Assessing existing procedures
- Competitive benchmarking

Day 3 - 4h

Strategic External Environmental Scanning

- PESTEL analysis
- Porter's 5 forces
- SWOT Analysis
- Scenario Planning

Case Study

- Definition of corporate identity
- Internal environment scanning
- External environment scanning
- SWOT analysis

Day 4 - 4h

Vision & Choice of Growth Strategy

- Defining the vision in the context of the chosen planning scenario
- Intensive growth
- Internationalization strategies
- Integrative growth
- Diversification strategies

SMART Objectives at Corporate Level

- Long-term vs. strategic objectives
- SMART strategic objectives
- The strategy tree

Day 5 - 4h

Case Study

- Vision
- Choice of a growth strategy
- The strategy tree

Planning at Departmental Level

- An overview of the planning process at department level
- The algorithm of cascading the corporate strategy
- Planning "business as usual" vs. identifying new projects at department level

Review and Q&A

- Course review
- Q&A

Certification Process

1 Needs assessment
Recommended 1 week before core-course
Estimated duration: 0.5 h

2 Pre-course evaluation quiz
Recommended 1 week before core-course
Estimated duration: 0.5 h

3 Guidance and schedule
Recommended 1 week before core-course

4 Forum introduction
Recommended 1 week before core-course
Estimated duration: 0.5 h

5 Expectations
Recommended 1 week before core-course
Estimated duration: 0.5 h

Pre-course stage 4h

6 Pre-requisite reading
Recommended 1 week before core-course
Estimated duration: 2 h

7 Participation at the live session course
Duration: 4h /day, for 5 days

8 Individual Learning Map and Exam preparation
Duration: 0.5h / day + 0.5 prior to the exam

9 Certification Exam
Estimated duration: 1h

Core-course stage 24h

10 Action plan
Recommended within 3 days after the core-course
Estimated duration: 1 h

After-course stage 12h

11 Forum discussions
Recommended within 3 weeks after the core-course
Estimated duration: 0.5 h

12 Webinar "*KPI Implementation Project Plan*"
Recommended within 3 weeks after the core-course
Estimated duration: 1.5 h

13 Online presentation
Recommended within 3 weeks after the core-course
Estimated duration: 4 h

14 Additional reading
Recommended within 3 weeks after the core-course
Estimated duration: 2 h

15 Learning journal
Recommended within 3 weeks after the core-course
Estimated duration: 3 h

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.
- 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.

Qualitative reports

- Performance Management in 2012 – 2018.

Catalogues

- Documentation forms
- Scorecards
- Dashboards.

Fact sheets

- Ten definitions of strategy;
- Porter's 5 Forces fact sheet;
- PESTEL Analysis fact sheet;
- SWOT Analysis fact sheet;
- Desired State of Evolution fact sheet;
- Strategy Map fact sheet;
- Performance Scorecard fact sheet;
- Performance Dashboard fact sheet;
- Other resources - Selected business strategy planning articles.

Videos

- 11 Videos dedicated to Performance Management.

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, 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

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%.

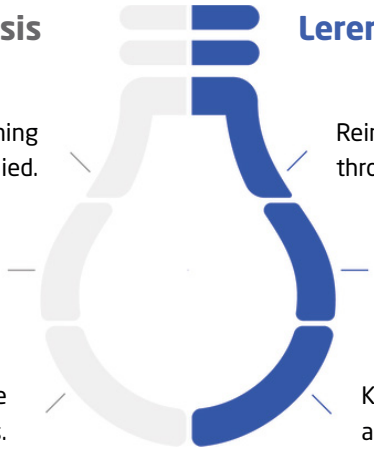
The Problem → The Transformation

The Learning Crisis

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.**

Mihai Toma

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

Radu Cocean

Lead Management Consultant
Expertise: Strategy Planning and Execution

Andrea Minelli

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

Alin Sonda

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

Manhal Dakhl-Allah

Lead Management Consultant
Expertise: Strategy Planning & Execution, Business Balanced Scorecards, Performance & KPIs Management, 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 Strategy and Business Planning Professional is part of both Executive Educational programs, Graduate and Postgraduate."

Course Fees

Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 26 - 30 January	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 09 - 13 February	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 30 - 03 April	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 11 - 15 May	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 15 - 19 June	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 06 - 10 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
	> 14 - 18 September	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 19 - 23 October	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 23 - 27 November	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 07 - 11 December	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
Arabic	> 18 - 22 January	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 01 - 05 February	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 01 - 05 March	21:30-01:30 KSA time	13:30-17:30 CST (US)	USD $ 1,500
	> 26 - 30 April	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 07 - 11 June	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 12 - 16 July	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 16 - 20 August	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 20 - 24 September	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 11 - 15 October	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
	> 15 - 19 November	17:00-21:00 KSA time	09:00-13:00 CST (US)	USD $ 1,500
	> 13 - 17 December	08:00-12:00 KSA time	13:00-17:00 GMT +8	USD $ 1,500
Bahasa Indonesia	> 08 - 12 June	13:00-17:00 GMT +7		USD $ 865

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

Asia-Pacific Delegate

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Senior Business Development Manager
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Worldwide Delegate

Alexandru Muntean
Head of Customer Engagement
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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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