Key Performance Indicators Masterclass

Dhaka, Bangladesh

2015 edition: 28 - 29 August

3 Key Business Benefits

› Improve the performance of your company by applying latest trend methodologies in the field of key performance indicators;
› Improve your decision making process by appropriately using performance management tools;
› Obtain better organizational results by practicing and developing your skills in working with KPIs.

“Thanks for a very informative and enlightening session. Would certainly assist me in the long run to further enhance our Corporate Performance Measurement and Management.”
Hasniza Mohd Hassan, Multimedia Development Corporation, Malaysia

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Course Overview

Professionals interested in performance management
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 develop a KPI Performance Management Architecture for their 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 manage performance in an integrated manner. The tools and resources offered as part of this training course enable managers to apply the concepts learned within their organizations, immediately after the course.

Performance management experts
Professionals such as Data Analysts, Strategy Managers, Performance Management Officers or Performance Architects can learn how to better integrate the performance management system within their organizations and how to achieve consistency by cascading objectives and KPIs to departmental and individual levels.

Participants profile

Benefits

- Develop an effective KPI Performance Management Architecture by accessing international best practices in the field;
- Adopt a rigorous approach by getting updated with the latest trends in working with KPIs;
- Improve your performance measurement efficiency by practicing a variety of techniques to ensure the best KPI selection process;
- Work with specific tools that will help you implement a KPI Management Framework, by receiving 10+ templates used in working with KPIs;
- Access an innovative learning experience based on a 3 stage educational process.

Learning objectives

- Apply best practice techniques for KPI selection;
- Identify solutions for overcoming the main challenges in setting targets;
- Structure the data gathering process;
- Perform an in-depth KPI results analysis.
Agenda

Day 1

Understanding KPIs
- Activity: Define KPIs and the Balanced Scorecard;
- Performance management tools;
- Metrics, KPIs, KRIs and predictive analytics;
- The role and value added by KPIs;
- KPI naming standards;
- KPI typology;
- Activity: Use value flow analysis as a KPI selection technique.

Selecting the right KPIs
- Activity: Discuss on the importance of setting objectives in KPI selection;
- KPI implementation project planning;
- KPI selection techniques;
- KPI selection criteria;
- KPI balancing;
- KPI selection workshop;
- Activity: Practice the KPI clustering process.

KPIs in context
- Activity: Practice cascading objectives and KPIs to the employee level;
- Organizational, operational and employee KPIs;
- KPIs as part of process management;
- KPIs for Service Level Agreements;
- KPIs for Supplier Performance;
- Activity: Create a KPIs architecture.

KPI selection in given contexts
- Activity: Practice KPI selection in functional areas;
- Activity: Practice KPI selection in industries;
- Activity: Practice KPIs selection according to timeliness;
- Activity: Practice KPI selection according to quality;
- Activity: Practice KPIs selection according to effectiveness.

Day 2

KPI documentation and target setting
- Activity: Practice target setting;
- Functions and design of the KPI documentation form;
- Organizational KPI libraries;
- Approaches to target setting;
- Activity: Analyze negative behaviors associated with linking bonuses to targets.

Data visualization - scorecard and dashboard design
- Activity: Debate on best practices in data visualization;
- The role of scorecards, dashboards and healthgrams;
- Rules for creating relevant performance reports, scorecards and dashboards;
- Graphs selection;
- Usability in terms of visual design;
- Activity: Analyze a scorecard and a dashboard from a visual perspective.

KPI data gathering
- Activity: Explore relevant software and hardware solutions;
- Consistency in data quality and KPI measurement;
- Best practices in KPI measurement;
- The KPI data gathering process;
- KPI data source taxonomy;
- Activity: Evaluate the performance measurement capability and maturity.

KPI analysis levels
- Activity: Interpret KPIs results analysis;
- Activity: Make decisions regarding KPIs renewal;
- Activity: Compare KPIs through benchmarking;
- Activity: Practice KPI modelling.

Review and Learning assessment quiz
- Course review;
- Learning outcomes;
- Learning assessment quiz.

Testimonials

“The KPI Institute has provided us with an excellent KPI program which was tailored to the needs of our organization. We highly recommend The KPI Institute’s educational programs.”

Ahmed Alsaheel, Salehiya Medical, Saudi Arabia

“It is the willingness of experts like yourself with the capability in the area of KPIs and your response to the interest and needs of the participants that makes this program effective and worthwhile for our organization. The way you run the last day and your ideas certainly sparked a lively dialogue among all of those in attendance and letting them know what and how to do next. The feedback from the participants was gratifying and positive, and we are glad that we took the time and effort to develop such a program to meet the need of our staff for extending their knowledge in the area of KPIs and all related.”

Hanan Ahmed, Abdelmajeed, Supreme Council of Health, Qatar

“The course content provides the participant with the necessary information about the KPIs, in terms of components, owners and settings. Attending this course is a must for people who are working with KPIs.”

Waseem Alsawan, Etisalat Emirates Telecommunications Corp, UAE

“We see the ability to understand and monitor the vital numbers behind the strategies and capabilities of our investments as vital to our competitive edge. I am confident that the course will help us to both sharpen our internal tools and to provide further value in our strategic sparring with company management.”

Angus Steel, Delta Lloyd Asset Management, Netherlands
Learning experience

Pre-course
This part of the learning experience is meant to ensure a smooth transition to the face to face training. You are highly encouraged to take the following steps:

- **Introduction** – share an introduction message to present yourself to the other participants in an online group;
- **Pre-course evaluation** – fill in a need analysis, take a short quiz to establish the current level of knowledge and share your expectations. As a part of this self-evaluation, you can establish personal learning objectives for this training.
- **Reading in advance** – go through several materials, including topics such as history of performance management, management theories, and review KPI definitions before the core course, in order to gain a more holistic view upon the subject.

Core Course
During the two days of face to face training, the course is designed to facilitate experiential learning and ensure a high level of interactivity. Exercises used to enhance the development of competencies range from simple matching of concepts to extensive analyses of case studies.

The learning experience consists of:

- Applying concepts in practical exercises;
- Analyzing case studies and identifying solutions;
- Using templates to develop performance measurement instruments;
- Sharing experiences and best practices;
- Assessing learning results through a final evaluation test.

After-course

- **Additional reading** – examine a list of resources (books, articles and videos), which will ensure a continuous learning experience.

Evaluation

The Learning Assessment Quiz will take place at the end of the second day of training.

Inclusions

The Learning Assessment Quiz will take place at the end of the second day of training.

Course materials:
- Course slides;
- Course notes.

Educational Resources

- **The KPI Infographic**;
- **The qualitative report**: Performance Management in 2013;
- **Catalogues**: KPI Documentation Forms, Dashboards, Scorecards, Graphs in Practice;
- **Fact Sheet**: KPI Definitions, KPIs in Practice, Terminology in Practice, KPI Selection Criteria;
- **Video doodles**: What is a KPI, a KRI and Metrics, What is a Dashboard, What is a Scorecard, Understanding the KPI Documentation Form.

Subscription to smartKPIs.com available for 2 months, providing access to over 8000 KPI examples;

One research report from the Top 25 KPIs series;

One webinar from the 2014 Certified Employee Performance Management Professional webinar series.
Facilitator

Paul Albu
Senior Business Research Specialist

Paul Albu is a Senior Business Research Specialist at the KPI Institute.

His research activity in the Performance Management field has resulted in the documentation and revision of over 1000 Key Performance Indicators. Some of Paul’s most significant projects include designing a strategy course, along with aligning organizational Job Descriptions, evaluations and competence based recruitment.

He also authored a white paper on organizational performance.

As a facilitator, Paul has developed and delivered courses at both national and international level, on topics such as: teamwork, leadership, project management, product packaging and organizational development. He facilitated to more than 2000 participants and has over 120 training hours.

Paul Albu is the former president of AIESEC Sibiu, an international organization in which he activated for almost 3 years, contributing to areas such as training, organizational development, quality management and human resources. In this environment, Paul has developed both his training and leadership skills.

Paul holds tertiary qualifications in Business Administration. Paul's educational and professional background is complemented by an international Certificate in KPI Management granted by The KPI Institute (May 2014), and the participation in a series of international seminars and business simulations, such as “Friday Night at the ER”, organized by The KPI Institute (2013) and “Gold of the desert Kings”, organized by Trendconsult (2012).

Besides documenting and reviewing KPIs, his research activity in the Performance Management and Organizational Development fields is completed by writing articles based on research for the blog www.smartKPIs.com/blog and PERFORMANCE Magazine. Paul was also in charge of creating practical evaluations and conducting interviews, as part of the recruitment process.

Testimonials

“The content of the course was very rich and provided many sources and research relevant to the course and our needs. Most importantly, it was up-to-date! Most of the courses relating to performance indicators and scorecards I have attended contained old data. However, the KPI Institute course content wasn’t! On the contrary, some recent samples were presented during discussions. I’d like to take this opportunity to thank The KPI Institute for this course and look forward to work with you in the near future.”

Kaltham Al-Assam, Qatar International Petroleum Marketing Company Ltd. (Tasweeq), Qatar

“I’m happy to be introduced in the world of KPIS. I gained knowledge about the terms of performance management tools that are very important for a company to achieve its goals. I will spend a great effort to integrate this methodology in my company.”

Ayhan Aydoğmuş, Roketsan, Turkey

“This is one of the best courses I have taken. Very well structured, informative and managed by a very skillful trainer.”

Nahed Y. Alobaid, Gulf University for Science & Technology, Kuwait

Training Courses Catalogue 2015

The KPI Institute offers a broad set of training courses customized to specific functional areas, industries or topics related to performance management.

Access the Training Courses Catalogue below for the complete training offer.
Course Fees

<table>
<thead>
<tr>
<th>Course Date</th>
<th>General Fee</th>
<th>The KPI Institute Members</th>
<th>Early Bird</th>
<th>2 or More Participants</th>
<th>Registration Deadline</th>
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<tr>
<td>28 - 29 August</td>
<td>$700 USD</td>
<td>$630 USD</td>
<td>$560 USD by July 28th</td>
<td>$525 USD</td>
<td>24 August</td>
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*The course fee includes course materials, lunch and coffee breaks.

Accommodation

Accommodation is not covered by the attendance fee and it needs to be arranged separately by participants.

Our dedicated team can provide you with assistance, information and guidance to help you plan your next training course and ensure you enjoy the services and comfort at a first class hotel.

We invite you to contact the event manager to enquire about special rates from the venue.

For more details visit:

» The KPI Institute Store

Venue

Six Seasons Hotel.
Road 96, House 19, Gulshan 2, Dhaka
1212, Bangladesh

Contact Information

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office@kpiinstitute.org
## Registration

### 3 ways to register:

- **Online**
  
  store.kpiinstitute.org

- **Direct contact**
  
  Call us and we will assist you through the registration process.

  **Oana Gavril**
  oana.gavril@kpiinstitute.com
  M: +60 11 3303 2135

  **Mushfiqur Rahman**
  mushfiqur.rahman@leadstech-bd.com
  T: 8801711247003

### Registration form

*Please fill out all the fields below*

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<td>How did you hear about us?</td>
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### Payment:

- **Credit card**
  
  1. Fill in and submit the registration form available online at store.kpiinstitute.org
  2. Pay by credit card using the online facility;
  3. A tax invoice together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

- **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).

### 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.