

KEY PERFORMANCE INDICATORS & OPTIMISATION WORKSHOP

“Designing, Measuring, and Optimising KPIs for Strategic Alignment and Performance Improvement”

Schedule

Date	Venue	Duration	Fees (Face-to-Face)
25 - 27 Feb 2026	Kuala Lumpur, Malaysia	3 Days	USD 2,495 per delegate
06 - 08 Apr 2026	Cairo, Egypt	3 Days	USD 2,495 per delegate
20 - 22 May 2026	Dubai, UAE	3 Days	USD 2,495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Key Performance Indicators (KPIs) are essential tools for aligning organizational goals, monitoring progress, and driving continuous improvement. However, poorly selected or misaligned KPIs often lead to wasted effort, confusion, and misdirected resources. This workshop is designed to help organizations transform performance measurement into a strategic, data-driven advantage.

Over three intensive days, participants will learn how to develop and implement KPIs that are aligned with strategy, measurable, actionable, and relevant. The course will combine real-world case studies, tools, and workshops to help leaders and managers at all levels optimize performance outcomes across functions.

Objectives

By the end of this course, participants will be able to:

- Design strategic KPIs aligned with organizational and departmental goals
- Translate strategic objectives into measurable performance indicators
- Distinguish between meaningful KPIs and vanity metrics
- Monitor and report on performance using KPI dashboards
- Continuously evaluate and optimize KPIs for relevance and impact

Why Attend

- Gain a practical framework for KPI development and alignment
- Identify and avoid common KPI design mistakes
- Improve strategic execution through focused performance measurement
- Learn how to integrate KPIs into reporting, dashboards, and decision-making
- Enable transparency, accountability, and data-driven improvement across teams

Target Audience

This program is designed for:

- Strategy and performance managers
- Department heads and business unit leaders
- HR, finance, operations, and planning professionals
- Project and program managers
- Internal auditors and business analysts

Individual Benefits

Key competencies that will be developed include:

- Mastery in designing KPIs that drive behavior and outcomes
- Ability to differentiate leading vs. lagging indicators
- Skills in data visualization, KPI tracking, and root cause analysis
- Strategic thinking and goal alignment capabilities
- Greater confidence in performance evaluation and communication

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Clearer alignment between strategic goals and operational execution
- Improved performance monitoring and problem-solving
- Stronger accountability through targeted, meaningful metrics
- Better communication of results and decision-making at all levels
- Continuous KPI improvement culture across departments

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Principles and frameworks of effective KPI design and usage
- Case Studies - Real-world examples of successful KPI implementation and failures
- Workshops - Step-by-step development of KPIs and performance dashboards
- Peer Exchange - Discussion of current KPI challenges and benchmarking practices
- Tools - Templates for KPI design, scorecards, and optimization checklists

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Strategic Foundations of KPIs

- Module 1: The Role of KPIs in Strategic Management (07:30 – 09:30) • Understanding the purpose and impact of KPIs • Strategic vs. operational KPIs • Common pitfalls in KPI selection and tracking
- Module 2: Aligning KPIs with Business Goals (09:45 – 11:15) • Cascading goals and metrics from top to bottom • SMART and CLEAR criteria for effective indicators • Balancing financial and non-financial KPIs
- Module 3: Leading and Lagging Indicators (11:30 – 01:00) • Predictive vs. reactive measurement • Combining indicators for balanced performance views • Case examples from various sectors
- Module 4: Workshop – KPI Alignment Exercise (02:00 – 03:30) • Participants define KPIs for a sample strategy • Peer review and feedback

Day 2: KPI Design and Measurement

- Module 1: KPI Selection and Validation (07:30 – 09:30) • Selecting relevant indicators for each function • Avoiding vanity metrics and duplication • Setting thresholds and performance targets
- Module 2: Data Sources and Integrity (09:45 – 11:15) • Identifying reliable data sources • Avoiding data overload and quality issues • Automating data collection where possible
- Module 3: Dashboard Design and Visualization (11:30 – 01:00) • Elements of an effective KPI dashboard • Choosing visual formats (charts, heat maps, tables) • Frequency and audience-specific reporting
- Module 4: Workshop – Build a Departmental Scorecard (02:00 – 03:30) • Participants design a functional KPI dashboard • Practice presenting results

Day 3: Monitoring, Reporting, and Optimization

- Module 1: KPI Monitoring and Root Cause Analysis (07:30 – 09:30) • Reviewing trends, variances, and underperformance • Tools for root cause analysis and corrective actions • Linking KPI reviews to decision-making
- Module 2: KPI Review Cycles and Optimization (09:45 – 11:15) • When and how to update or retire KPIs • Leading continuous performance review meetings • Governance and ownership of KPIs
- Module 3: Embedding KPIs into Culture (11:30 – 01:00) • Communicating KPIs across teams • Creating performance ownership and buy-in • KPI-linked rewards, recognition, and accountability
- Module 4: Final Workshop – 90-Day KPI Improvement Plan (02:00 – 03:30) • Participants develop action plans for their teams • Presentation and peer coaching • Wrap-up and certificate ceremony

Certification

Participants will receive a Certificate of Completion in Key Performance Indicators & Optimization, affirming their ability to design, measure, and improve KPIs that drive organizational success and performance alignment.

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