**MAWA EVENTS**

**Address:** No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

# EFFECTIVE KPI MANAGEMENT & BALANCED SCORECARD SUCCESS

*""Driving Organizational Performance Through Measurable Goals and Strategic Alignment""*

## Schedule

| Date | Venue | Fees (Face-to-Face) |
|---|---|---|
| 04 – 05 Mar 2026 | Kuala Lumpur, Malaysia | USD 1995 per delegate |

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

## Introduction

In today's competitive and accountability-driven environment, organizations must track what truly matters. Key Performance Indicators (KPIs) and the Balanced Scorecard (BSC) provide structured ways to measure success, align teams with strategy, and drive performance. However, poorly designed KPIs or misaligned scorecards often lead to confusion, wasted effort, and underperformance.

This 2-day training course equips managers, strategists, and performance professionals with practical tools to design, implement, and manage effective KPIs and Balanced Scorecards. Participants will gain the knowledge to turn strategy into measurable results, link goals across departments, and foster a culture of performance accountability.

## Objectives

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

- Design SMART and strategically aligned KPIs for various functions
- Apply the Balanced Scorecard framework to link goals to strategy
- Cascade KPIs across departments and roles to ensure accountability
- Monitor, report, and review performance data effectively
- Align individual performance with organizational objectives

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## Why Attend

- Avoid the common pitfalls of meaningless or conflicting KPIs
- Translate strategy into action using a proven performance model
- Improve transparency, focus, and motivation across teams
- Learn how to use KPIs for strategic planning, budgeting, and reviews
- Apply dashboards and scorecards to monitor progress and course correct

## Target Audience

This program is designed for:

- Department heads, team leaders, and operational managers
- Strategy, planning, and performance management professionals
- HR, finance, and quality management teams
- Business analysts and internal auditors
- Anyone involved in setting or managing KPIs and performance targets

## Individual Benefits

Key competencies that will be developed include:

- KPI design, alignment, and cascading techniques
- Balanced Scorecard planning and implementation
- Performance analysis and reporting
- Strategic thinking and value-driven measurement
- Communication and influence in performance discussions

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved strategy execution and operational alignment
- Clearer accountability and performance ownership at all levels
- More relevant and reliable performance data for decision-making
- Increased employee engagement through visible results and recognition
- Better integration of planning, budgeting, and performance monitoring

## Instructional Methodology

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

- Strategy Briefings – KPI and BSC concepts, principles, and trends
- Case Studies – Real-world examples of successful performance systems
- Workshops – Designing KPIs and developing scorecards in practical scenarios
- Peer Exchange – Performance management challenges and success sharing
- Tools – KPI selection templates, cascading models, and scorecard dashboards

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## 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: Designing Effective KPIs**

- Module 1: Fundamentals of Performance Measurement (07:30 – 09:30) • What makes a KPI strategic, relevant, and actionable • Common pitfalls in KPI selection and interpretation • Linking KPIs to mission, vision, and values
- Module 2: SMART KPIs and Target Setting (09:45 – 11:15) • Writing SMART KPIs across functional areas • Balancing lagging and leading indicators • Setting realistic, motivating performance targets
- Module 3: KPI Cascading and Accountability (11:30 – 01:00) • Aligning KPIs across teams and job roles • Cross-functional KPI integration • Clarifying ownership and accountability
- Module 4: Workshop – KPI Development Exercise (02:00 – 03:30) • Group activity on real or sample business scenarios

**Day 2: Implementing and Managing the Balanced Scorecard**

- Module 5: The Balanced Scorecard Framework (07:30 – 09:30) • Kaplan & Norton’s four perspectives explained • Translating strategy into scorecard objectives • Aligning strategy maps and departmental plans
- Module 6: Monitoring and Reporting with BSC (09:45 – 11:15) • Setting BSC measures, initiatives, and milestones • Building and using BSC dashboards • Scorecard review cycles and governance
- Module 7: Using KPIs for Decision-Making (11:30 – 01:00) • Analyzing trends and performance gaps • Course corrections and action planning • Embedding performance thinking in leadership
- Module 8: Final Simulation – Presenting a Scorecard Strategy (02:00 – 03:30) • Group presentation and feedback session • Action plans for implementation in participants’ organizations

## Certification

Participants will receive a Certificate of Completion in Effective KPI Management & Balanced Scorecard Success, confirming their capability to design, manage, and apply performance tools that align operations with strategic intent.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

| **In-House / Customized Training**<br>Interested in running this course for your team?<br>Please contact us: | TEL:<br>**+601116373203** | EMAIL:<br>**info@mawaevents.net** |
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