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PLANNING AND STRATEGY MANAGEMENT | PSM-007

# IIBA Endorsed Certificate in Key Performance Indicators (KPIs)

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# Course content

## Why Attend

Key performance indicators (KPIs) are crucial business measures that inform decision-makers in the organization. Such information improves proactive performance monitoring and guarantees better business results. Participants in this course will learn the importance of measuring the right KPIs and how to choose those KPIs in a way that allows proactive decisions and satisfies critical stakeholders. This approach will ensure the longevity of success in organizations. The IIBA-endorsed certification is hands-on, allowing participants to experiment with KPIs from many business perspectives to ensure their KPI dictionary becomes more extensive and their ability to formulate and calculate strategic or operational KPIs is adequately developed.

The course enables the participants to practice real-world analysis of KPIs through team-based workshops that use customized case studies, provoking the thought process for KPI development.

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

- Evaluate how effective KPIs enable the measurement of company performance in key results areas
- Calculate and analyze finance and client KPIs to manage a company outcome
- Design sets of KPIs to measure quality, processes, and sustainability as company enablers
- Analyze best practices of data collection and target setting for KPIs
- Establish a plan to implement a KPI project in a company

All managers and senior professionals involved in influencing, formulating, or supporting the long-term planning and strategy of their department or organization. The course also benefits those responsible for linking, measuring, and improving the organization's performance, including strategy or performance management professionals, balanced scorecard managers, business unit and department managers, and business analysts.

- Strategy development
- Performance management
- Performance measurement
- Change management
- Proactivity

# Course content

## Why Attend

• Drive for results

## Course outline

### Fundamentals of Performance Measurement

• Benefits of performance measurement

• Different types of KPIs

• Characteristics of effective KPIs

• Aligning the organization through strategic and operational KPIs

• Using leading and lagging KPIs for proactive decision-making

• The LOGIC model

• Defining effective KPIs to address the needs of all key stakeholders

### KPIs: Guiding principles for organizational longevity

•  Proactivity

• Alignment

• Balance

### Financial and Market KPIs: Outcome KPIs

• Seven steps to determine the most critical KPIs

• Private versus public sector approaches to outcome

• Defining financial KPIs

• Analysis of financial KPIs

• Customer-related KPIs

# Course content

## Course outline

- Market KPIs
- Analysis of customer and market KPIs

### Business Enablers KPIs

- Defining quality
- The eight dimensions of quality
- Quality KPIs
- Designing indexes
- Defining process and operational efficiency KPIs
- Sustainability as a business enabler
- Environmental KPIs
- Social impact KPIs

### Measuring KPIs and Setting Targets for KPIs

- Collecting and analyzing KPI measurement data
- Evidence collection and criteria
- Benchmarking and developing inspiring targets
- Components of KPIs cards
- Compiling KPIs in dashboards
- Types of KPI cascading
- Defining KPIs ownership

### Succeeding in the KPI Implementation Project

- Gaining senior team buy-in

# Course content

## Course outline

- Establishing a winning KPI team
- Promoting a results-oriented culture
- Setting up the right KPI development strategy
- Marketing the KPI system internally
- Facilitating the use of KPIs for employees
- Refining KPIs

# Seminar dates

## Available seminar dates

Live dates and pricing for IIBA Endorsed Certificate in Key Performance Indicators (KPIs) generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 15 - 19 June 2026 | Rome - Italy | Classroom | **€4,250.-** |
| 20 - 24 July 2026 | Kuala lumpur - Malaysia | Classroom | **€2,250.-** |
| 3 - 7 August 2026 | Barcelona - Spain | Classroom | **€3,850.-** |
| 7 - 11 September 2026 | London - U.K | Classroom | **€4,200.-** |
| 12 - 16 October 2026 | Munich - Germany | Classroom | **€3,450.-** |
| 9 - 13 November 2026 | Rome - Italy | Classroom | **€4,250.-** |
| 14 - 18 December 2026 | Munich - Germany | Classroom | **€3,450.-** |

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|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |