

# aractech

Global Learning for Operational Leaders



LEADERSHIP AND MANAGEMENT | LM-030

## KPI Selection and Design

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# Course content

## Why Attend

Selecting the right Key Performance Indicators (KPIs) is critical for measuring success, improving accountability, and guiding strategic decisions. Poorly chosen KPIs can create confusion, misalignment, and wasted effort. This course provides participants with practical tools to identify meaningful indicators, design balanced KPI frameworks, align measures with business goals, and build performance systems that drive results.

## Course Methodology

• This course uses an interactive and practical approach through presentations, workshops, case studies, group discussions, KPI design exercises, benchmarking activities, and real workplace examples.

## Course Objectives

- Understand the role of KPIs in organizational performance
- Differentiate KPIs from general metrics and measures
- Select KPIs aligned with strategic objectives
- Design SMART and measurable indicators
- Balance financial and non-financial KPIs
- Define targets, ownership, and accountability

## Target Audience

- Managers and Supervisors
- Team Leaders
- Strategy Professionals
- Business Analysts

# Course outline

## Detailed course outline

Day-by-day outline for KPI Selection and Design.

### Day 1 - Foundations of KPI Selection

- Meaning and importance of KPIs
- Difference between KPIs, metrics, and measures
- Why KPI selection matters for business success
- Linking KPIs to strategy and critical objectives
- Characteristics of high-value indicators
- Common KPI selection mistakes

### Day 2 - Strategic Alignment and KPI Frameworks

- Translating strategy into measurable outcomes
- Identifying critical success factors
- Leading versus lagging indicators
- Financial and non-financial KPI balance
- Departmental and enterprise KPI alignment
- Using balanced scorecard principles

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### Day 3 - Designing Effective KPIs

- Applying SMART principles to KPI design
- Writing clear KPI definitions
- Setting formulas, frequency, and ownership
- Establishing targets and thresholds
- Data sources and measurement methods
- Ensuring fairness and relevance in KPIs

### Day 4 - Scorecards, Dashboards, and Accountability

- Building KPI scorecards for teams and departments
- Dashboard design principles
- Assigning ownership and accountability
- Escalation rules for poor performance
- Communicating KPI expectations to stakeholders
- Reviewing KPI results through management meetings

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### Day 5 - Reviewing and Improving KPI Systems

- Testing KPI usefulness and practicality
- Refreshing outdated or misleading indicators
- Benchmarking KPIs internally and externally
- Using KPIs to support continuous improvement
- Integrating KPIs into planning and decision-making
- Final workshop: Design a complete KPI system

# Seminar dates

## Available seminar dates

Live dates and pricing for KPI Selection and Design generated from the course details page.

Date	Location	Format	Fee
1 - 5 June 2026	Munich	Classroom	€2,975
8 - 12 June 2026	Amsterdam	Classroom	€2,940
15 - 19 June 2026	London	Classroom	€2,975
6 - 10 July 2026	Istanbul	Classroom	€2,695
20 - 24 July 2026	Kuala Lumpur	Classroom	€1,575
3 - 7 August 2026	Amsterdam	Classroom	€2,940
10 - 14 August 2026	London	Classroom	€2,975
<b>Live online option</b>		Online delivery is available at €1,250.	