



LEADERSHIP AND MANAGEMENT

KPI Measurement & Reporting

Course code: LM-029

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Key Performance Indicators (KPIs) are essential tools for measuring progress, improving accountability, and supporting better business decisions. However, many organizations struggle with selecting the right KPIs, collecting accurate data, and presenting results in a meaningful way. This course provides participants with practical tools to design effective KPIs, build reporting systems, analyse performance trends, and communicate results clearly to management and stakeholders.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, dashboard workshops, group discussions, reporting exercises, data analysis activities, and real workplace examples.

Who Should Attend

Managers and Supervisors
Team Leaders
Business Analysts
Performance Management Staff
HR and Finance Professionals
Project Managers
Anyone responsible for monitoring and reporting

— Learning Objectives

- Understand the purpose and value of KPIs
- Design SMART and relevant performance indicators
- Build effective KPI measurement frameworks
- Improve data collection and reporting accuracy
- Analyse trends and interpret performance results
- Create dashboards and executive reports
- Use KPIs to support strategic decisions
- Drive accountability and continuous improvement

— Course Outline

DAY
1

Foundations of KPI Measurement

- Definition and purpose of KPIs
- Difference between KPIs, metrics, and measures
- Characteristics of effective and SMART KPIs
- Aligning KPIs with strategy and objectives
- Common mistakes in KPI selection
- Building a KPI measurement framework
- Exercise: Review and improve sample KPIs

DAY
2

Designing KPI Systems and Data Collection

- Identifying critical success factors
- Selecting leading and lagging indicators
- Defining formulas, targets, and ownership
- Data sources and collection methods
- Improving data quality and consistency
- Governance for KPI management
- Exercise: Create KPI scorecards for a department

DAY
3

KPI Analysis and Performance Reporting

- Reading KPI trends and performance signals
- Variance analysis against targets
- Root cause analysis for underperformance
- Benchmarking internal and external results
- Writing clear performance commentary
- Turning data into management insights
- Exercise: Analyse a KPI performance report

DAY
4

Dashboards and Executive Communication

- Principles of effective dashboard design
- Visual presentation of KPI data
- Choosing charts and reporting formats
- Executive summaries and management reporting
- Presenting results to senior leadership

- Storytelling with performance data
- Exercise: Build a management dashboard layout

DAY
5

KPI Improvement and Strategic Decisions

- Using KPIs for continuous improvement
- Linking KPIs to accountability and incentives

- Reviewing and refreshing outdated indicators
- KPI use in strategic planning and forecasting
- Digital tools and automation in KPI reporting
- Final case study: Design a KPI reporting framework
- Course review and action planning

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€2,125
12 - 16 October 2026	London - United Kingdom	€1,925
9 - 13 November 2026	Barcelona - Spain	€2,125
16 - 20 November 2026	Istanbul - Türkiye	€1,925
7 - 11 December 2026	Amsterdam - Netherlands	€2,100
14 - 18 December 2026	Istanbul - Türkiye	€1,600
21 - 25 December 2026	Paris - France	€2,200
4 - 8 January 2027	Amsterdam - Netherlands	€2,125

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.