



LEADERSHIP AND MANAGEMENT

KPI Selection and Design

Course code: LM-030

SPARK TRAINING

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

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— Workshop Overview

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.

Why Attend

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

Who Should Attend

Managers and Supervisors
Team Leaders
Strategy Professionals
Business Analysts
Performance Management Staff
Project Managers
Anyone responsible for designing performance

— Learning 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
- Avoid common KPI design mistakes
- Build practical KPI scorecards and dashboards

— Course Outline

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
- Exercise: Review weak versus effective KPIs

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
- Exercise: Create a KPI framework from strategy goals

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
- Exercise: Build KPI definitions for a business unit

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
- Exercise: Draft a KPI dashboard layout

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
- Course review and action planning

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	London - United Kingdom	€1,925
12 - 16 October 2026	Barcelona - Spain	€2,125
9 - 13 November 2026	London - United Kingdom	€1,925
16 - 20 November 2026	Barcelona - Spain	€2,125
7 - 11 December 2026	Istanbul - Türkiye	€1,925
14 - 18 December 2026	Amsterdam - Netherlands	€2,100
21 - 25 December 2026	Istanbul - Türkiye	€1,600
4 - 8 January 2027	Geneva - Switzerland	€2,625

— 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.