

Performance Management: Setting Objectives and Conducting Appraisals

Course code: LM-035

SPARK TRAINING

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

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— Workshop Overview

Effective performance management is essential for aligning employee contributions with organizational objectives, improving productivity, and developing talent. This course provides participants with practical tools and techniques for setting measurable objectives, conducting meaningful performance appraisals, providing constructive feedback, and improving overall employee performance through coaching and development.

Why Attend

The course utilizes interactive presentations, practical workshops, role plays, case studies, group discussions, coaching simulations, and performance management exercises to ensure practical application of concepts and techniques.

Who Should Attend

HR managers and professionals
Learning and development specialists
Line managers and supervisors
Team leaders
Employee relations professionals
Talent management specialists
Professionals involved in performance

— Learning Objectives

- Understand the principles and objectives of performance management
- Develop effective performance objectives and measurement criteria
- Align employee goals with organizational strategy and priorities
- Apply coaching techniques to improve employee performance
- Conduct structured and effective performance appraisal discussions
- Diagnose performance issues and develop improvement plans
- Strengthen employee engagement and performance accountability

Course Outline

**DAY
1**

Foundations of Performance Management

- Understanding the principles, purpose, and value of performance management
- Examining the impact of employee performance on organizational success
- Understanding key performance management concepts and terminology
- Reviewing the annual performance management cycle and its components
- Clarifying management and employee responsibilities within the process
- Identifying common performance management challenges and implementation pitfalls

**DAY
2**

Setting Effective Objectives and Performance Measures

- Aligning employee objectives with organizational vision, mission, and strategic goals
- Understanding critical success factors and their influence on performance outcomes
- Developing meaningful performance criteria and measurement standards
- Defining key result areas and performance expectations
- Understanding key performance indicators and appropriate measurement methods
- Converting organizational goals into clear, measurable SMART objectives

**DAY
3**

Measuring Performance and Evaluating Competencies

- Measuring performance outcomes and behavioral expectations effectively
- Assessing competencies, capabilities, and semi-quantifiable performance factors
- Understanding behavioral indicators and proficiency levels
- Incorporating organizational values into performance evaluations
- Developing balanced approaches to performance measurement
- Practical workshop on designing performance scorecards and evaluation criteria

**DAY
4**

Coaching for Performance Improvement

- Understanding the role of coaching within performance management systems
- Defining coaching responsibilities and performance support activities
- Exploring the benefits of continuous coaching and feedback
- Applying coaching techniques to improve employee effectiveness
- Developing essential coaching and communication skills
- Practical exercise: Conducting coaching sessions for performance improvement

DAY
5

Conducting Effective Appraisals and Performance Improvement Planning

- Preparing and planning successful performance appraisal meetings
- Structuring appraisal discussions and managing productive conversations
- Delivering constructive feedback and discussing evaluation outcomes
- Avoiding common appraisal errors and rating biases
- Recognizing and rewarding strong performance appropriately
- Diagnosing performance issues and developing effective performance improvement plans
- Establishing follow-up actions and continuous performance monitoring processes

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€1,925
12 - 16 October 2026	Frankfurt - Germany	€1,625
9 - 13 November 2026	Kuala Lumpur - Malaysia	€1,400
16 - 20 November 2026	Amsterdam - Netherlands	€2,125
7 - 11 December 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
21 - 25 December 2026	Barcelona - Spain	€1,925
4 - 8 January 2027	Istanbul - Türkiye	€1,600

— 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.