Certified KPI Professional & Practitioner Training Course

28 December 2026 – 1 January 2027
Baku (Azerbaijan)



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Ref: 322660_208247 **Date:** 28 December 2026 – 1 January 2027 **Location:** Baku (Azerbaijan) **Fees:** 5200 GBP

Why This Course

Key Performance Indicators are essential for turning strategy into measurable results. When KPIs are well designed, they help organizations clarify priorities, monitor progress, identify gaps, improve accountability, and make better decisions. When they are poorly selected or badly managed, they can create confusion, encourage the wrong behaviors, and weaken performance management efforts.

Effective KPI management requires more than choosing a few metrics. It involves defining objectives, selecting relevant indicators, setting meaningful targets, ensuring data quality, building dashboards, analyzing results, and communicating performance insights in a way that supports action.

This comprehensive 1-week Certified KPI Professional and Practitioner course equips participants with the knowledge, tools, and practical skills needed to develop, implement, and manage KPIs across the organization. Through structured frameworks, KPI design workshops, data analysis exercises, dashboard development, and performance review simulations, participants will learn how to build a KPI system that supports strategy execution and continuous improvement.

What You'll Learn and Practice

By joining this program, you will:

- Understand KPI principles and their role in performance management.
- Explore KPI typology, taxonomy, lifecycle, and governance.
- Identify common challenges in KPI implementation and how to overcome them.
- Develop SMART objectives that support meaningful measurement.
- Select relevant KPIs aligned with organizational goals.
- Build KPI documentation and KPI libraries.
- Align KPIs across strategic, departmental, team, and individual levels.
- Set effective targets, thresholds, and performance expectations.
- Apply data quality and data collection methods.
- Work effectively with data custodians and KPI owners.
- Analyze KPI data and interpret performance trends.
- Create dashboards, scorecards, and visual reports.
- Communicate KPI results clearly to different stakeholders.
- Conduct effective performance review meetings.
- Continuously improve KPI systems over time.



The Program Flow

Day 1: Foundations of KPI Management

- Introduction to KPIs and performance measurement.
- Understanding the difference between KPIs, metrics, measures, and targets.
- KPI typology and taxonomy.
- KPI lifecycle and governance.
- Roles and responsibilities in KPI management.
- Common challenges in KPI implementation.
- Practical exercise: Assessing current KPI maturity and performance measurement gaps.

Day 2: KPI Selection and Design

- KPI selection techniques and sources.
- Translating strategy and objectives into measurable indicators.
- Developing SMART objectives.
- Defining leading and lagging indicators.
- KPI documentation and KPI libraries.
- Aligning KPIs across organizational levels.
- Workshop: Developing a customized KPI selection and documentation process.

Day 3: KPI Measurement and Data Gathering

- Setting effective targets and thresholds.
- Defining calculation formulas, data sources, frequency, and ownership.
- Data quality and collection methods.
- KPI activation tools and techniques.
- Working with data custodians and process owners.
- Managing data gaps, inconsistencies, and reporting limitations.
- Practical exercise: Building a KPI data gathering and analysis framework.

Day 4: Data Analysis and Visualization

- KPI data analysis techniques.
- Interpreting trends, patterns, gaps, and performance signals.
- Creating effective dashboards and scorecards.
- Data visualization best practices.
- Designing dashboards for executives, managers, and operational teams.
- Interpreting KPI results for decision-making.
- Workshop: Creating an effective KPI dashboard for your organization.



Day 5: Strategic Alignment and Communication

- Integrating KPIs with organizational strategy.
- Linking KPIs to objectives, initiatives, accountability, and improvement actions.
- Designing KPI reports for different stakeholders.
- Conducting effective performance review meetings.
- Communicating results clearly and actionably.
- Continuous improvement of KPI systems.
- Final activity: Designing a strategic KPI communication and improvement plan.

Individual Impact

- Strengthen your understanding of KPI development and performance measurement.
- Improve your ability to select meaningful and relevant KPIs.
- Build confidence in documenting, measuring, and analyzing KPI data.
- Gain practical skills in dashboard and scorecard design.
- Improve your ability to communicate performance insights to stakeholders.
- Develop tools to support better decision-making and continuous improvement.

Work Impact

- Improve alignment between strategy, objectives, KPIs, and actions.
- Strengthen accountability and performance visibility across the organization.
- Improve data quality, reporting consistency, and decision-making.
- Reduce KPI overload and focus attention on what truly matters.
- Support more effective performance review meetings and management discussions.
- Build a stronger performance culture based on evidence, learning, and improvement.

Training Methodology

This program uses a practical and certification-focused approach to help participants apply KPI concepts directly to organizational performance needs. Learning methods include:

- Interactive discussions and guided facilitation.
- KPI management case studies and examples.
- KPI maturity and gap assessment exercises.
- SMART objective and KPI selection workshops.
- KPI documentation and library development activities.
- Data gathering, target-setting, and analysis exercises.
- Dashboard and scorecard design practice.
- Performance review meeting simulations.
- Peer feedback, facilitator coaching, and practical action planning.



Beyond the Course

Upon completion, participants will be prepared to manage KPI systems with greater structure, confidence, and strategic alignment. They will return ready to:

- Develop a customized KPI selection and documentation process.
- Create effective KPI dashboards and scorecards.
- Implement data gathering and analysis frameworks.
- Align KPIs with organizational strategy and objectives.
- Communicate KPI results clearly to different stakeholders.
- Improve KPI systems continuously to support stronger organizational performance.

