

# Key Performance Indicators Masterclass

Not everything that counts can be counted, and not everything that can be counted counts

17th - 18th August 2017  
Singapore

Free Takeaway

Templates to track and document your KPIs

By attending this 2 day training course, you will be able to:

- **UNDERSTAND** the fundamentals of Performance Management and how to link Key Performance Indicators (KPIs) with organisational objectives
- **LEARN** how to develop Key Performance Indicators that are the right fit for your organisation
- **MANAGE** Key Performance Indicators in the organisation and avoid any drawbacks
- **IDENTIFY** and develop Key Performance Indicators (KPIs) to maximize organizational effectiveness
- **GAIN** essential knowledge and skills that will help in setting the stage for the development of Key Performance Indicators (KPIs)

## What Will You Gain?

By the end of this course you will be able to:

- **UNDERSTAND** the difference between Key Performance Indicators (KPIs) and Key Result Areas (KRAs), and how they affect each other
- **MANAGE** and deploy Key Performance Indicators ensuring post-implementation follow-up
- **MONITOR** and control KPIs
- **MASTER** the critical drivers of Performance Management to ensure successful implementation in your organisation

## Why you Should Attend?

Organizations with best practice KPIs clearly understand which indicators are crucial for learning, focus on those, while filtering out less relevant external reporting indicators, and nurture a high performance culture.

In reality, a lot of organizations use KPI, but the term is too loosely defined and overused as a form of business performance measure. Very few organizations actually monitor their true KPIs as a lot of organizations, business leaders, corporate accountants and consultants did not explore what a KPI really is. As a result, there are people having difficulty in implementing KPI monitoring and measuring systems, mostly due to the selection of KPIs and having problems with the monitoring systems.

To successfully measure the performance of a business or organization, there is a need to identify and focus on the correct processes, therefore it is crucial to identify what causes success and how best to measure its performance.

## Who Should Attend?

This workshop is suitable for all departments from cross-industries. This training is particularly recommended for...

- ✓ HR Managers
- ✓ HR Directors
- ✓ Top Management
- ✓ Senior Managers
- ✓ Senior Executives

Organized by: \_\_\_\_\_



WE SOLVE YOUR PUZZLE

## ▶ Workshop Overview

This workshop is a two days training course meant to improve the practical skills in working with KPIs and developing instruments like scorecards, dashboards and KPI documentation forms. The workshop gives insights to achieving winning key performance indicators. It gives a practical step-by-step methodology to rediscover your critical success factors and the underpinning winning key performance indicators. It will become clear how this could offer you a chance to leave a lasting legacy in your organisation.

This course is comprised of in 2 days; Day 1 will cover understanding KPI's concept and application, making the right KPI selection, KPI's in the organizations and context, KPI selection in given contexts. Day 2 will cover how to document and target KPI, data visualization, data gathering, KPI analysis levels, review and learning evaluation.

## Outline

### DAY 1

#### SESSION 1: KEY PERFORMANCE MEASUREMENT

- What are Key Performance Measures
- Key Result Areas (KRAs)
- Key Performance Indicators (KPIs)
- The relationship between KRAs and KPIs

#### SESSION 2: KPI'S CONCEPT AND STANDARDS

- An overview on performance management and tools
- Setting the overall Goal and Objectives
- Critical Success Factors
- KPIs concept, application, modalities, categories and naming standardization
- **Practical Exercise – Setting Goals and Objectives**
- **Practical Exercise – Identifying Critical Success Factors**

#### SESSION 3: KPI PLANNING, SELECTION, BALANCING

- How to define an implementation planning
- KPIs selection and criteria methods
- KPIs typology (Leading, Lagging, Input, Process, Output, Outcome)
- KPI balancing
- **Case study - The importance of objectives in KPI selection**

#### SESSION 4: KPI'S IN THE ORGANIZATIONAL CONTEXT AND MANAGEMENT

- KPIs at the organizational, operational and employee levels
- Managing processes through KPIs
- How to cascade objectives and KPIs to employee level
- **Practical Exercise - Cascading objectives and KPIs to employee level**

#### SESSION 5: GROUP ACTIVITY – TURNING MEASURES INTO KPIs

- Identifying and rewriting "Weasel Words"
- KPIs selection in the several types of industries
- How timeliness, quality, efficiency and effectiveness can be explored to improve KPIs management
- KPIs clustering by business perspective, strategy and functional area

#### **Practical Exercise - KPIs clustering**

## DAY 2

### SESSION 6: KPI STRUCTURE, DOCUMENTATION, TEMPLATES AND SETTING THE TARGET

- KPI design, functions, document templates and structure, template validation
- KPIs interaction with management and stakeholders
- KPIs library function and benefits
- How to set targets and to avoid collateral effects during KPI management

### SESSION 7: KPI AND DATA VISUALIZATION – DESIGNING SCORECARD AND DASHBOARD

- What are the concepts, differences between a scorecard and dashboard, functions and examples
- Graphs recommendations for each KPI type, managing processes healthy, rules for relevant reports
- **Case study - Best practices in data visualization**

### SESSION 8: KPI DATA GATHERING, INTEGRITY, MEASUREMENT AND ACTIVATION

- How Data quality, integrity and consistency affects KPIs
- KPIs measurement and best practices recommendation
- Gathering data to generate reliable reports and KPIs
- Data custodian role, recommendations for data gathering
- KPIs tools and techniques applied for activation
- Hardware and software used for KPI data gathering, reporting and analysis

### SESSION 9: GROUP ACTIVITY – KPI EVALUATION AND ANALYSIS LEVELS, IMPROVEMENTS

- How to analyse KPI results
- How benchmarking can be applied to improve the performance
- Renewing KPI based on data analysis
- How to evaluate and identify gaps on KPIs based on results to achieve improvements

### SESSION 10: COURSE EVALUATION

- Question & answer session
- Course review
- Learning outcomes

## CLOSE OUT

### program schedule

08:30	Registration
09:00	Morning Session Begins
10:40 - 11:00	Refreshments & Networking Break
12:45	Luncheon
14:00	Afternoon Session begins
15:30 - 15:50	Refreshments & Networking Break
17:00	Course Ends

## ▶ Workshop facilitator



**Corina Neagu**  
career advisor; resume writer, HR consultant, speaker, author, trainer

**Corina Neagu** is a career advisor; resume writer, HR consultant, speaker, author, trainer.

Her motto is "Winners in life do not always win. They just do not give up." Corina is a member of CIPD UK and for over 15 years, Corina's passion has been helping people to challenge and take their lives to another level - no matter how successful they already are - in the areas like business, career advice, personal and employer branding, HR marketing, relationships, families, education.

She has published a book on "**About People & Experiences**" published in 2013, Corina is known in the online environment and is one of the people who inspires by her work.

She supports people through her HR and business skills in the company's Corina used to work for, through her events, articles, training, career or her personal advice. She is really proud of being chosen as a mentor and for changing the lives and careers of many people. One of the things she enjoys most is her involvement in many community activities.

Corina is very dedicated and enthusiastic, very serious, creative and hard working. Far from being a perfect, mother of two great daughters, self-motivated and always optimistic. Her strong influencing skills at executive level along with the ability to quickly establish credibility and respect resulting in effective commercial relationships.

## ▶ Partial List Clients

- ✓ Nestle (FMCG – International Company)
- ✓ Atomic Energy of Canada Ltd (Energy – Canada)
- ✓ Pepsi Americas (FMCG – International Company)
- ✓ Enron (Oil & Gas – USA)
- ✓ PriceWaterhouseCoopers ( Consultancy – International)
- ✓ Securitas (Private Security – International Company)
- ✓ Policolor (Paints Producer – Romania)
- ✓ Prisma/Himalaya (Pharma – Romania)
- ✓ Auchan (Retail – International)
- ✓ Grafitti BBDO (Advertising – International)
- ✓ BPM Wave (Software – Switzerland)
- ✓ EBS/NTT Data (Software – Romania/Germany)

Industry	Action	Results
<b>FMCG - Nestle Romania</b>	Policies and procedures	Creation from scratch of all HR policies and procedures, Internal Rules, Code of Conduct, implementation and consolidation with Heads of Departments.
	Website	Creation of Nestle Romania website together with the Marketing Department, Heads of Departments and external PR company. In charge with editing and distribution at local and national level.
	Recruitment	Responsible for the recruitment and Induction program.
	Internal communication	Set up the communication framework, implementation of internal communication programs resulting in better individual and team performance improvement.
	SAP Implementation	Project Manager and Training Coordinator for the implementation of SAP in Nestle Romania; working together with the Change Management and implementation teams from Poland, Germany, Greece; creation of the Training procedure, implementation of the training plan; follow up.
	Performance Management	Define the Nestle Leadership and Competencies Framework; create the performance management procedure; implement the performance management system; evaluate and amend after one year; consolidate results together with Heads of Departments.
<b>Production - Alison Hayes</b>	Policies and procedures	Creation from scratch of all HR policies and procedures, Internal Rules, Code of Conduct, implementation and consolidation with Heads of Departments.
	Recruitment	Responsible for the recruitment and Induction program.
	Compensation and Benefits	Internal analysis based on the Employee Satisfaction Survey; action plan resulting in defining the need of implementing a compensation and benefits scheme for production employees; creation of compensation and benefits procedure; implementation of the plan; collect feedback from employees and adjust accordingly.
	Internal communication	Set up the communication framework, implementation of internal communication programs resulting in better individual and team performance improvement.
<b>Private Security - Securitas</b>	Performance Management	Create the performance management procedure; implement the performance management system; evaluate and amend after one year; consolidate results together with Heads of Departments.
	Recruitment	Responsible for the recruitment and Induction program.
	Policies and procedures	Set up the HR Department, policies and procedures, Internal Rules, Code of Ethics, Integrity Hotline
	Compensation and Benefits	Internal analysis based on the Employee Satisfaction Survey; action plan resulting in defining the need of implementing a compensation and benefits scheme for all employees; creation of compensation and benefits procedure; implementation of the plan; collect feedback from employees and adjust accordingly.
	Internal communication	Create the performance management procedure; implement the performance management system; evaluate and amend after one year; consolidate results together with Heads of Departments.
	Performance Management	Create the performance management procedure; implement the performance management system; evaluate and amend after one year; consolidate results together with Heads of Departments.
<b>Pharma/Advertising/Industrial/Production/Telecom companies/IT/Education</b>	Brand awareness	Create and implement the social media strategy; deliver employer branding workshops; responsible with brand communication on different social media channels; improve considerably the image of the company in less than one year.
	Development programs	Individual and team development analysis; creation of the internal development plan based on the performance assessments and individual and team plans; implement the development plan at all levels together with heads of departments and trainers; deliver internal workshops, trainings, presentations as internal trainer/coach/mentor.
	Internal HR audit	As a consultant I have performed HR audits for different companies with major impact on internal reorganization and restructuring of the companies, implementation of policies and procedures, reconfiguration of internal communication, elaboration of specific documentation according to the law etc.
	Development programs	As a trainer I have delivered hundreds of hours of trainings, workshops, presentations for my clients.
	Assessment	As a consultant I have been involved in Assessment Programs in different companies.
	Speaker	I am a speaker for different HR events.
	Recruitment	As a consultant I have recruited hundreds of people for different positions at all levels.

# Registration Form

Contact Dean (BSD)  
Direct Line: +60322955456  
General Line: +60322955401  
General Fax: +60320310023  
Email: dean1056@greenforest.sg

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## Registration Fees

	Early Bird (Register and payment before 17/07/2017)	Standard Fee (Register after 17/07/2017)
1 delegate	<input type="checkbox"/> SGD 2,195	<input type="checkbox"/> SGD 2,495
2 or more delegate		<input type="checkbox"/> SGD 2,295

- Fee inclusive of course documentation, luncheons, refreshments and 15% services charge.
- The above amount payable is net withholding taxes or any other taxes, if any, will be borne by the customer

## DELEGATES' DETAILS

Code FDB840

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

## \*Company Details

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Nature of Business: \_\_\_\_\_ Company Size \_\_\_\_\_

Accounts Payable Name: \_\_\_\_\_

## \*Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

*\*This registration form is invalid without signature & company stamp*

\*Mandatory field

## Hotel Accommodation

Accommodation is not included in the training fee. To make a reservation for accommodation at the training venue at our corporate rate, please contact the respective hotel.

## Singapore

## Payment Method

### Credit Card:

Please debit my  AMEX  
 VISA  
 MASTERCARD

Card Holder's Name

\_\_\_\_\_  
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Card Number:

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Security Code:

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Signature:

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Expiry Date:

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mth year

### Cancellations/Substitutions

If you are unable to attend, a substitute delegate is always welcome at no additional charge. All bookings carry a 50% liability immediately after a fully completed registration form has been received by the FDB. Please note that a written notice of the cancellation must be received via mail or fax 3 weeks prior to the event date in order to obtain the balance of the event fee as a credit to be applied against another FDB course. All fees are inclusive of a 15% service charge, which is completely non-refundable and non-creditable. Cancellation of any event with less than 3 weeks notice prior to the event date carry a 100% liability; however the delegate will still be entitled to a complete set of course documentation. If payment is not received by the mutually agreed payment date, 10% penalty will be charged to the bill. FDB will not be able to mitigate its losses for less than 50% of the contract value in case of dispute with the client or cancellation of this contract by any one party. In the event that FDB cancel the event, FDB reserves the right to transfer this booking to another event or to provide a credit of an equivalent amount to another event to be held within the following twelve months.

**INDEMNITY:** Should for any reason outside the control of FDB, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, FDB shall endeavor to reschedule but the client hereby indemnifies and holds FDB harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by the client.