



Key Performance Indicator (KPI)

2 days introductory course

Introduction:

Key Performance Indicators (KPIs) are important business metrics used to define and measure the critical success factors of an organization.

In today's competitive business environment, top management from both the private and public sectors must understand and implement KPIs to steer the organization towards its desired goal. Some of the most important issues in implementing KPIs are:

What are the key focuses of the measurement?

What are the key analysis needed to be carried out to ensure comprehensive understanding by top management staff to facilitate implementation in the later stage?

What are the key performance indicators to be used to achieve greatest impact to organizational performance?

Learning outcome:

From this 2 days, trainees should be able to have the knowledge and skills necessary to:

- Recognize the KPIs-based management and its benefits
- Establish KPI that comply with the strategic and operational enterprise goals
- Develop a base for performance measurement and analysis
- Convert the indicators into meaningful actions, initiatives and programs

This training program is designed to provide the participants with answers for the questions that are normally encountered upon designing and implementing KPI including:

- What should you measure and how many metrics should you have?
- How often should you measure?
- Who is the metric owner?
- How complex should the metric be?
- How should you analyze the results?
- What should you use as a benchmark?
- How do you ensure the indicators reflect strategic drivers?
- What is after measuring?

Assessment criteria:

At the end of the 2 days, trainees will be quizzed to assess their understanding.

**Who should attend:**

Senior and middle management staff members, section heads, team leaders, improvement program team members and all professionals concerned with measuring, analyzing and improving the performance within the context of their functions.

Methodology:

Interactive lectures and workshops to ensure maximum participation.

Course outline:

- Introduction to KPIs
 - What is a KPI
 - What is not a KPI
 - How Should KPIs Be Presented?
 - How Should KPIs Be Used?

- The Indicators
 - Averages
 - Percentages
 - Rates and Ratios

- KPIs by Business Types
 - Online Retailers
 - Content Sites
 - Marketing Sites
 - Customer Support Sites