



Introduction to KPIs

Program Overview

The Introduction to KPIs course is a 3-day training program designed to give participants a practical foundation in Key Performance Indicators and performance measurement. Participants learn how to identify meaningful measures, connect KPIs to strategy, and use a clear step-by-step approach to build measures that support better decisions and stronger results.

The course introduces the core principles of KPI development and shows how to move from vague or overloaded dashboards to a focused set of performance measures that are relevant, actionable, and easier to manage.

Who Should Attend

This course is designed for professionals who are responsible for planning, measuring, reporting, or improving organizational performance. It is especially valuable for strategy leaders, managers, analysts, internal consultants, and performance professionals who need a practical introduction to KPI design and use.

The course is relevant for participants working in government, nonprofit, and private sector organizations, especially those looking to strengthen how strategy is translated into measurable results.

Introduction to KPIs



Participants Will Learn How To:

- ▶ Identify the characteristics of meaningful KPIs and avoid common measurement mistakes
- ▶ Connect KPIs to strategic objectives, initiatives, and desired results
- ▶ Create performance measures that support accountability, decision-making, and continuous improvement
- ▶ Develop KPI definitions, targets, and simple reporting views that make performance easier to understand and communicate
- ▶ Improve performance conversations across departments, teams, programs, and projects by focusing on what matters most

Teaching Style

This course uses a practical, interactive format that combines short lectures, discussion, examples, and applied exercises. Participants work through real-world KPI challenges and leave with a clearer understanding of how to develop and use performance measures in their own organizations.

The focus is on building usable skills, not just theory, so participants can return to work with tools and methods they can apply right away.

Course Outline

Day 1 – Get Clear on Strategy and What to Measure

- ▶ Clarify strategic objectives so you know what success really looks like
- ▶ Translate goals into results and questions that KPIs must answer
- ▶ Spot common measurement traps that create noise instead of insight

Day 2 – Design Meaningful, Actionable KPIs

- ▶ Use a simple, repeatable method to design strong KPIs (from definition through target)
- ▶ Differentiate between good and bad measures using real examples
- ▶ Draft clear KPI documentation so everyone understands the measure the same way

Day 3 – Make KPIs Work in the Real World

- ▶ Link KPIs to projects, initiatives, and budgets so they actually drive behavior
- ▶ Build simple views and reports that tell a clear performance story
- ▶ Plan next steps: how to roll out and improve KPIs in your own organization over time

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