



## CERTIFIED KPI PROFESSIONAL

Ask for Early Bird Fees!

WARSAW, POLAND

VIII EDITION WARSAW  
17-18-19 MAY 2023



Getting Key Performance Indicators right by using a rigorous KPI measurement framework

### Key business benefits:

- › Improve the performance of your company by practicing a sound framework for KPI measurement;
- › Obtain better business results by selecting the right KPIs to monitor for your company;
- › Generate value from using KPIs by optimizing the data collection process.

### Over the last years, the team at The KPI Institute:

- › Documented 8,000+ KPIs from 16 functional areas and 25 industries;
- › Reviewed 1,000+ performance reports from 125 countries;
- › Referenced 30,000+ resources as part of the documentation process.



# Course overview



KPI selection and data gathering are considered by professionals all around the world to be the most challenging aspects in working with KPIs. A way to address these challenges is to build a sound framework to measure KPIs, starting from the moment they are selected, until results are collected to be centralized in performance reports. This training course presents a rigorous KPI Measurement Framework that embeds 10 years of research in the field of key performance indicators and relies on best practices identified in the real business environment.

## 👤 Participants' profile

### › Professionals interested in measuring performance

Professionals from different fields, such as finance, human resources, production, logistics, information technology and others, interested in key performance indicators, will acquire the competencies needed to measure the performance of their team, department or organization.

### › Top/middle/lower management professionals

Executives or operational managers, regardless of their field of expertise, will gain the ability and knowledge to measure performance and maximize the value of using KPIs. The tools and resources offered as part of the Certified KPI Professional Training Course enable managers to apply the concepts learned within their organizations, immediately after the course.

### › Performance measurement experts

For professionals like Data Analyst, Strategy Manager, Performance Management Officer or Performance Architect, it is important to develop competencies in measuring performance, especially in terms of KPI selection and data gathering. Usually, this particular audience already has a performance measurement system set in place and the Course offers them the opportunity to learn the best

practices used in this field and identify how their current processes and approaches regarding KPIs can be improved.

## + Benefits

- › Support decision making by accessing relevant performance data;
- › Use pre-populated tools to facilitate the implementation of a KPI Measurement Framework in your organization by receiving 10+ templates used in working with KPIs;
- › Access an innovative learning experience based on a 3 stage educational process;
- › Expand your business network by becoming a member of the international Certified KPI Professionals Community.

## 🎯 Learning objectives

- › Differentiate between objectives, KPIs and initiatives;
- › Understand KPI selection in different contexts;
- › Apply best practice techniques to KPI selection;
- › Document KPIs in a standardized template;
- › Learn when and how to use benchmarking in target setting;
- › Optimize the KPI activation and data gathering process.

# Agenda

## Day 1 A standardized approach to KPIs

09:00-16:30

### The world of KPIs

Challenges in performance measurement;

The value added by KPIs;

KPIs concept map;

Governance.

### Understanding KPIs

KPI related terminology;

SMART objectives decomposed;

KPI lifecycle.

### KPI typology

Leading vs. lagging KPIs;

Qualitative vs. quantitative KPIs;  
Efficiency vs. effectiveness KPIs.

### KPI taxonomy

Interdisciplinary systemic worldview;

KPI use case scenarios;

KPI DNA map.

## Day 2 KPI selection & target setting

09:00-16:30

### KPI selection

KPI selection for organizational scorecard;

KPI selection sources;

KPI selection techniques.

### KPI alignment

KPI alignment approaches;  
KPI selection for corporate scorecard.

### KPI documentation

KPI documentation form functions;  
KPI documentation form design;

KPI documentation process.

### Working with targets

Target setting process;  
Challenges in working with targets;  
Negative behaviors when setting targets;

Weights and indexes.

## Day 3 Data gathering and visualization

09:00-16:00

### Data gathering

Data quality dimensions;  
KPI reporting data sources;

KPI activation tools;

KPI activation techniques;

Working with data custodians;

Data collection methods.

### Data visualization

Guidelines to designing efficient templates;

Usability in terms of visual design;

Scorecard and dashboard design.

### Review & evaluation test

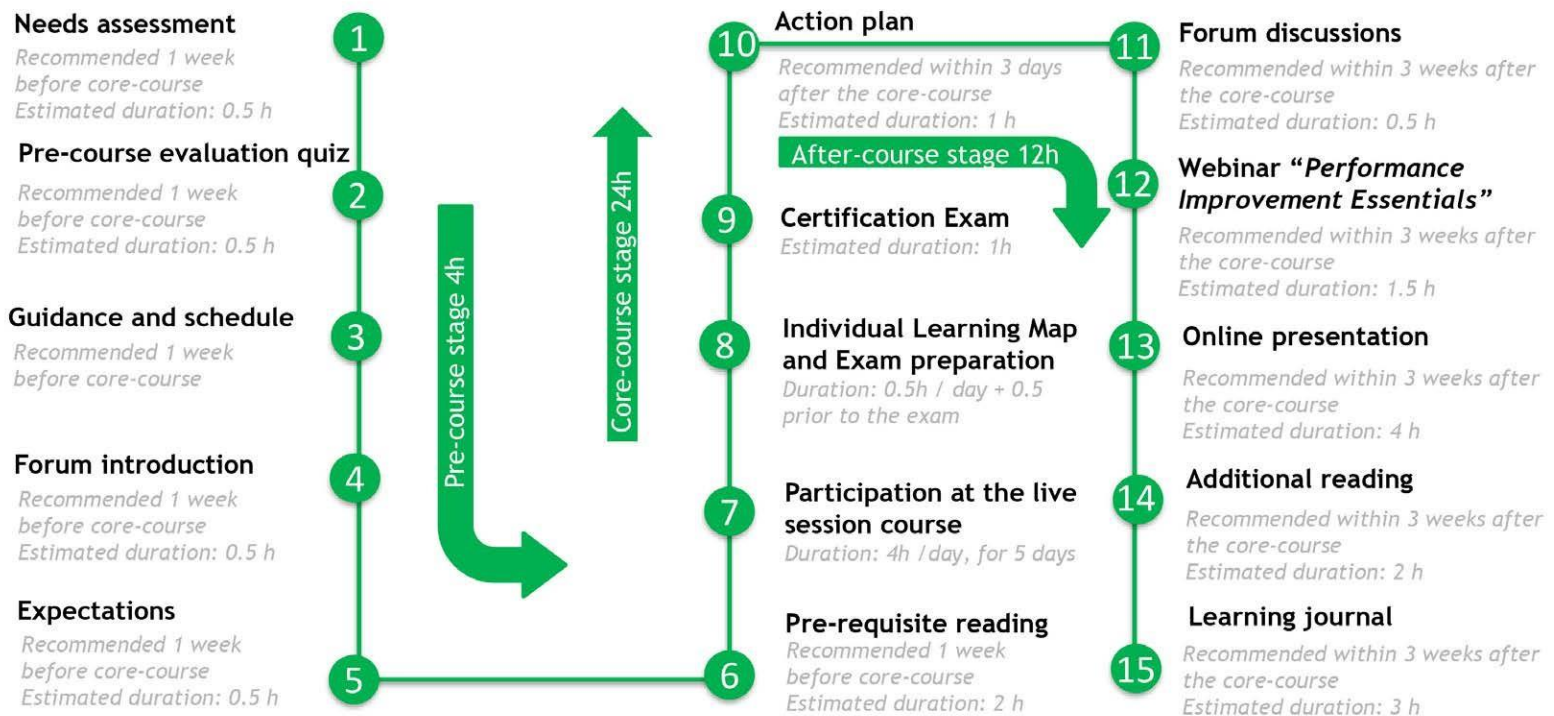
Course review;

Certification Exam.

## Previous participants



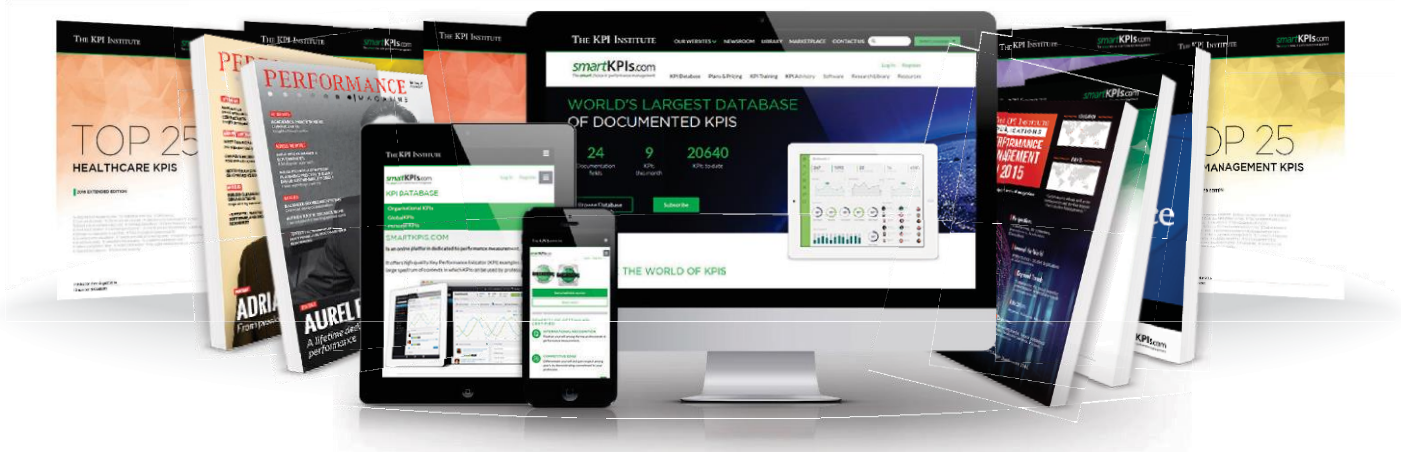
# Certification Process



The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- Certificate of Attendance (soft copy): after participating at the 5 days of live session course;
- Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience;
- CPD Certificate of Attendance (soft copy): once successfully obtained the Professional status.

# Educational resources



## Course materials

- › Course slides;
- › Course notes;
- › Course quiz;
- › The KPI Infographic.

## The qualitative reports

- › Performance Management in 2014 and 2015.

## Catalogues

- › KPI Documentation Forms;
- › Negative Behaviors;
- › Targets in Practice;
- › Dashboards;
- › Scorecards;
- › Hardware;
- › Graphs in Practice;
- › Glossary of terms.

## Videos

- › 11 Videos dedicated to Performance Management.

## Fact sheets

- › KPI Definitions, KPIs in Practice;
- › Terminology in Practice;
- › KPI Selection Criteria;
- › Performance Management Related Theories.

## Webinars

- › Free access to all Performance Management webinars series from 2014 to 2016.

## Performance Management Toolkit

- › **Templates:** Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Initiatives Portfolio, Performance Management System Architecture, Monthly Performance Management Process, Employee Scorecard;
- › **Manuals:** Performance Scorecard Guide for Administrator, Performance Dashboard Guide for Administrator;
- › **Publications:** KPIs for Human Resources Dashboard, KPIs for Human Resources Scorecard.

## Premium subscription on smartKPIs.com

- › Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.

# Facilitator



## Raluca Vintila

Management Consultant  
at The KPI Institute

She has delivered training courses, workshops, conference presentations, business simulations and webinars related to the use of KPIs in organizational context, performance measurement and improvement to professionals from a variety of domains. She has trained over 3,400 participants in Europe, Africa, Asia and Latin America. The main training programs include: Certified KPI Professional, KPI Essentials and KPI Masterclass, Certified Performance Management Professional and Performance Management for Public Sector.

She has accumulated a high level of experience in guiding professionals and practitioners in their journey of Implementing Performance Management Systems based on KPIs. Some of the projects: Organizational Architecture Review, Performance Management System Implementation at Organizational, Division and Individual Level.

She has conducted conference workshops and presentations on the following topics: Key Tools for Strategic Planning, Key Performance Indicators (KPIs): Measurement, learning, optimization, Performance measurement: From strategy to Key Performance Indicators (KPIs), KPI Selection Techniques, Challenges in Designing Performance Management Systems. Some of the most significant conferences she has attended are the following: Strategy Leaders Forum in Dubai, United Arab Emirates dedicated to Strategy Execution and the Balanced Scorecard; HR Directors Business Summit in Birmingham, United Kingdom.

Raluca has delivered webinars on several performance management topics, such as: KPI Implementation Project Plan, KPI Selection techniques, KPI Documentation, Best practices in working with KPIs, Team management, Succession management.

Besides her academic and professional development, her involvement in designing educational programs is what recommends her the most. She is involved in the design and development of face-to-face and online learning solutions, related to competency development in the area of Performance Measurement and Management.

Raluca is an auditor for Global Performance Audit Unit (GPA Unit), the strategy and performance audit division of The KPI Institute, supporting organizations to establish their PMS maturity level.

Raluca has a double Master's degree qualification, In Management and Education. Her studies are complemented by several projects in public and private organizations, dedicated to the evaluation of performance within these organizational entities.



## Testimonials

*"You learn much more  
than expected"*

**Andrzej Kaczmarek**

Controlling Manager  
ROHLING SUUS LOGISTICS

*"Good fundament for building  
KPI culture in company"*

*"Well structured, best practices"*

**Igor Wasilewski**

President of the Management  
Board  
of PERN

*"Typology - helps clean the mess  
in my KPI"*

**Bartłomiej Dyląg**

Reporting Analyst  
MOTOROLA SOLUTIONS  
SYSTEMS POLSKA

*"It structured my current  
experience & knowledge"*

**Ariadna Żańczak**

Business Analysis Director  
MEDICOVER

# Fees and venue

## Course fees

The course fees are exclusive of 23% VAT.

Course date	General fee	Early bird	3 or more participants	Registration deadline
17-18-19 May 2023	\$ 1600 / PLN 6800	US \$ 1250 / PLN 5400 by 10 <sup>th</sup> March  US \$ 1350 / PLN 5800 by 10 <sup>th</sup> April	US \$ 1200 / PLN 5200	10 <sup>th</sup> May

The course fees include course materials, lunch and coffee breaks. It also covers the cost of the certification process, valued at \$350, ensuring a smooth certification system.

## Venue

### Radisson Blu Sobieski Hotel

Plac Artura Zawiszy 1, 02-025 Warszawa,  
Phone: +48 22 579 1000



## Francuski Instytut Gospodarki Polska Sp. z o.o.

FIG Polska Sp. z o. o. has been operating on the Polish market since 1996. Based on a unique business model we run two complementary activities: business consulting and preparation of seminars dedicated to Top Management. Our core competencies and experience in the field of business consulting services include preparation and implementation of the development and repair strategies using Balanced Scorecard methodology (KPI) and Value Growth model.

We have also expertise in the area of finance, sales and marketing, organization and management. For over 25 years of our activity we have realized over 200 consulting projects and 450 strategic workshops and in-company seminars. Over 25.000 managers from 2.000 companies representing all market sectors have participated in our open seminars so far. More info: [www.figpolska.pl](http://www.figpolska.pl)

## Accommodation

Accommodation is not covered by the attendance fee and it needs to be arranged separately by participants. We invite you to contact the event manager to enquire about special rates from the venue.

## For more details

🏠 [Francuski Instytut Gospodarki Polska](http://www.figpolska.pl)

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Performance  
Strategy Transformation  
Innovation Systems People  
Sustainability Productivity Capability

**THE KPI INSTITUTE**

Measurement Benchmarking Analytics  
Audit Evaluation Appraisal  
Excellence Competence  
Happiness

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