

KPIs THAT MATTER: TRACKING WHAT COUNTS

Start Date:	06/09/2025	End Date:	10/09/2025
Categories:	Management	Venues:	Barcelona
Formats:	In Person	Instructors:	

OVERVIEW

This course helps professionals design and use Key Performance Indicators (KPIs) that truly reflect impact. Participants will learn to align KPIs with strategy, avoid vanity metrics, and create meaningful dashboards that drive performance.

OBJECTIVES

By the end of this course, participants will be able to: – Define KPIs that are aligned with strategic objectives. – Differentiate between lagging, leading, and vanity metrics. – Build dashboards and reports that focus attention and action. – Use KPIs to evaluate performance, drive improvement, and communicate value. – Foster a performance-focused culture in their teams or departments.

COURSE OUTLINE

1- What Makes a KPI “Key”? 2- Aligning Metrics with Strategy and Goals 3- Choosing the Right Measures (Leading vs. Lagging) 4- Designing KPI Dashboards and Scorecards 5- Using KPIs to Improve and Inspire Performance

TARGET AUDIENCE

Supervisors, team leads, analysts, department managers, and project owners responsible for tracking or reporting results.

METHODOLOGY

KPI design labs, dashboard mockups, metric evaluation challenges, case studies, and team review activities.

CONCLUSION

Participants will leave with customized KPIs and dashboards designed to support strategic clarity and performance improvement.

DAILY AGENDA

Day 1: Why KPIs Matter

Understand how the right metrics focus action and align teams.

Day 2: Pick What Counts

Learn to filter noise and choose meaningful measures.

Day 3: Design Your Dashboard

Create simple visuals to communicate performance insights.

Day 4: Measure to Improve

Use KPIs for feedback, growth, and alignment—not control.

Day 5: Create KPI Culture

Develop strategies for embedding KPIs into daily work and conversations.

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