

Effective And Objectively Driven Key Performance Indicators (KPIs)

HRD Corp registered training program ID: 10001252389

Measure, Improve, Succeed!



Face to face
Instructor-Led Training



20 & 21 JULY 2026
(MON & TUE)



9:00 AM
5:00 PM



Jazz Hotel,
Penang



Register Now!



www.progresslink.com.my



"From Data to Decisions: Mastering KPIs Effectively"

Course Overview

Successful businesses and organizations recognize the importance of setting clear goals to achieve their objectives and fulfill stakeholder expectations. These goals are typically established by leadership and communicated throughout the organization, ensuring that each team member plays a meaningful role in advancing the shared vision.

Key Performance Indicators (KPIs) offer an effective method for tracking progress and achieving these goals. As measurable metrics that define success for specific objectives, KPIs provide a structured framework for evaluating performance at individual, team, and organizational levels. By transforming broad organisational aspirations into clear, actionable targets, KPIs help align efforts with strategic priorities and maintain focus on delivering results.

KPIs are essential in bridging strategy and execution. They provide an analytical foundation for decision-making, directing attention to the most critical areas for improvement. As Peter Drucker aptly observed, "What gets measured gets done." By quantifying progress, KPIs create accountability and drive action. Effective KPI management involves setting measurable targets that outline desired performance levels and consistently monitoring progress against these benchmarks. This often requires improving leading indicators, which predict future outcomes, and analyzing lagging indicators, which reflect past performance. For instance, an increase in customer inquiries (a leading indicator) may signal potential sales growth, while quarterly revenue (a lagging indicator) evaluates past success.

This intensive two-day workshop equips participants with the knowledge and tools to harness KPIs effectively. Through a step-by-step approach, participants will learn how to design KPIs tailored to their unique roles or teams. Practical examples will illustrate their relevance across various contexts, ensuring that participants can apply these principles immediately. By mastering KPI development and management, attendees will enhance their ability to drive progress, monitor outcomes, and make informed decisions that contribute to organisational success.

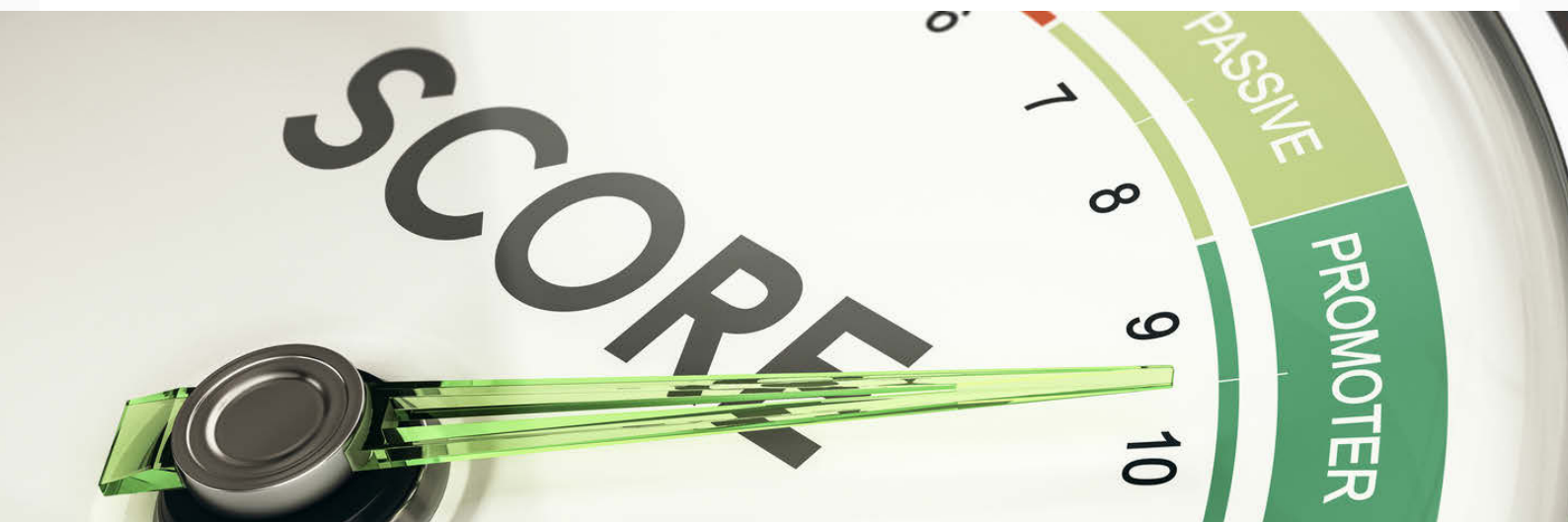
Scan
for more
information



Learning Outcomes

By the end of this workshop, participants will be able to:

- ✓ Clearly define and explain the concept of Key Performance Indicators (KPIs) and their role in organisational success.
- ✓ Understand the importance of KPIs and their critical function in achieving strategic objectives and driving measurable outcomes.
- ✓ Develop a thorough understanding of how to design, deploy, and manage KPIs effectively within an organisation.
- ✓ Link the fundamentals of performance management to the practical application of KPIs for monitoring and improving performance.
- ✓ Create objective-driven KPIs for individuals, teams, and organizational goals, incorporating both leading indicators, which predict future outcomes, and lagging indicators, which evaluate past performance.
- ✓ Utilize KPIs as tools for employee appraisals and overall organisational performance evaluation, ensuring alignment with strategic priorities.
- ✓ Apply and integrate KPI strategies into their workplace to enhance decision-making, accountability, and results-driven performance.





Course Benefits

By establishing clear, measurable goals, organizations can improve decision-making, optimise resource allocation, and drive continuous improvement. Effective KPIs enable businesses to track progress, identify inefficiencies, and enhance accountability at all levels. Ultimately, this leads to increased productivity, better financial performance, and a competitive edge in the market.

Who Should Attend?

This course is ideal for managers, team leaders, HR professionals, and supervisors who need to set, track, and align KPIs with organisational objectives. It is also beneficial for project managers, finance and operations executives, quality assurance professionals seeking to implement data-driven performance measurement.

Training Methodology

This workshop employs a dynamic, learner-centered approach that blends theory with hands-on practice. Using a mix of interactive lectures, real-world case studies, and collaborative group activities, participants will engage in role-playing scenarios, problem-solving simulations, and peer discussions to reinforce key concepts.

Training Duration

Full 2 days training (9:00 am-5:00 pm)

HRD Corp Registered Program ID Nos

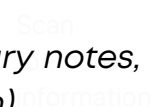
10001252389

Public Program Course Fee

Single Registration – RM 1,480.00 nett per participant

Group Registration – RM 1,110.00 nett per participant
(For 4 participants or more from the same organisation)

(The fee covers training materials, lunch, coffee/tea, snacks, supplementary notes, a detailed training report with assessment and a Certificate of Completion)





In-House Training Enquiry

For more information regarding our In-House/ Public Program courses, please email us your inquiry at sales@progresslink.com.my

or to speak to our Sales Consultant at +604- 297 6881 or 011-1289 6881

For public program schedules, please visit our website: www.progresslink.com.my/events/

Register
TODAY
TRAINING FEES ARE ELIGIBLE FOR
HRD CORP CLAIMABLE COURSE SCHEME.



PROGRESS LINK TRAINING & CONSULTANCY SDN BHD (880988-H)

Address: C-3-1, Vantage Desiran Tanjung, Jalan Tanjung Tokong,
10470 Tanjung Tokong, Penang, Malaysia.

Tel : +6 04- 297 6881 Fax : +6 04- 297 6882

Email: sales@progresslink.com.my

Website: www.progresslink.com.my

COURSE MODULE

DAY ONE- FOUNDATIONS OF KPIs AND STRATEGIC ALIGNMENT

Session 1: Introduction to KPIs

- Understanding KPIs: Definition, Purpose, and Importance
- Differentiating KPIs from Key Result Areas (KRAs)
- Fundamentals of Performance Management and Appraisal

Session 2: Aligning KPIs with Business Objectives

- The Role of KPIs in Driving Business Performance
- Linking KPIs to Strategic Goals for Measurable Success
- Integrating KPIs Across Key Business Functions (Finance, Operations, HR, Sales, etc.)
(Case Study: Effective KPI Implementation in Organizations)

Session 3: Developing Meaningful KPIs

- Understanding KPI Types: Leading vs. Lagging Indicators
- The Five-Step KPI Development Cycle
- Establishing Selection Criteria for Relevant and Impactful KPIs
- Achieving Clarity: What to Measure and Why It Matters
- Decision-Making with KPIs: Driving Business Insights
(Exercise: Defining KPIs for a Business Scenario)

Session 4: Setting KPI Targets & Benchmarks

- Establishing Realistic and Achievable Performance Targets
- Benchmarking Against Industry Standards for Competitive Positioning
- Applying SMART(ER) Principles to KPI Development
- Identifying and Avoiding Common Pitfalls in KPI Setting
- Collaborative Goal-Setting for Team and Organizational Success
(Activity: Setting Targets and Measuring Performance)

COURSE MODULE

DAY TWO - MEASURING, EVALUATING, AND OPTIMISING KPIS

Session 5: Data Collection & KPI Monitoring

- Designing Effective Data Collection and Governance Processes
- Tracking KPIs: Manual vs. Automated Monitoring Systems
- Ensuring Data Accuracy, Integrity, and Real-Time Reporting
- Balancing Key Considerations: Cost, Quality, Time, and Flexibility
- The Role of Feedback in KPI Monitoring and Performance Improvement
(Exercise: Create a KPI Dashboard & Develop Objectively Driven KPIs)

Session 6: Analysing KPI Performance

- Interpreting KPI Trends and Identifying Performance Gaps
- Using Analytics Tools and Dashboards for Informed Decision-Making
- Evaluating KPI Effectiveness: Principles and Stages of Assessment
- Troubleshooting Underperforming KPIs: Root Cause Analysis
(Exercise: Conducting KPI Evaluations with Real-World Data)

Session 7: Continuous Improvement & KPI Optimisation

- Establishing a Feedback Loop for Continuous KPI Refinement
- Identifying When and How to Adjust KPIs for Sustained Effectiveness
- Practical Strategies for Enhancing KPI Relevance Over Time
(Activity: Revising and Optimising KPIs Based on Case Scenarios)

Session 8: KPI Implementation & Action Plan

- Developing a KPI Strategy Aligned with Organisational Needs
- Overcoming Resistance to KPI Adoption and Change Management
(Final Group Activity: Designing an Action Plan for KPI Success)

REGISTRATION FORM

EFFECTIVE AND OBJECTIVELY DRIVEN KEY PERFORMANCE INDICATORS (KPIs)

20 & 21 JULY 2026 (MON & TUE)

The Manager
PROGRESS LINK TRAINING & CONSULTANCY SDN BHD
C-3-1, Vantage Desiran Tanjung, Tanjung Tokong, 10470 Tanjung Tokong, Penang, Malaysia.
Tel: 04-297 6881; Fax: 04-297 6882
Email: sales@progresslink.com.my

Dear Sir/Madam,

Please register the following participant(s) for this program as follows:-

Course Title: EFFECTIVE AND OBJECTIVELY DRIVEN KEY PERFORMANCE INDICATORS (KPIs)

Venue: JAZZ HOTEL, PENANG

Date: 20 & 21 JULY 2026

Registration (Please tick (✓) accordingly)

☐ Single registration (1 x participant) = RM1,480.00 ☐ 2 x participants = RM2,960.00 ☐ 3 x participants = RM4440.00

☐ Group registration discount (Minimum 4 participants or more from the same organisation)

No. of participants _____ x RM 1,110.00 per pax = Total RM _____

Payment Method (Please tick (✓) accordingly)

☐ Claim under HRD Corp Claimable Courses scheme (Program ID: 10001252389 - Public)

☐ Enclosed cheque nos. _____ being payment made in favour of "PROGRESS LINK TRAINING & CONSULTANCY SDN BHD"

☐ Online transfer / Direct bank-in to PUBLIC BANK BERHAD account number 3194 100 708 (please email us the bank-in slip)

Requested by:

Name: _____

Designation: _____

Email: _____

Company name: _____

Address: _____

Tel No.: _____ Mobile No.: _____ Fax No.: _____

Signature: _____

Date: _____

Company Stamp

Terms & Conditions:-

Kindly forward the payment to us at least one week before the commencement of the program. A completed registration form submitted by fax, mailed, or e-mailed to Progress Link & Consultancy Sdn Bhd would be confirmed. All cancellations must be made in writing. There will be no charge for cancellations received 14 or more working days before the start of the program. Cancellation received between 7 – 13 working days before the start of the program is subject to a cancellation fee of 50% of the course fees. Cancellation received 6 working days and below before the start of the program is subject to a full 100% cancellation fee of the course fees. If the full course fees are payable if the participant fails to attend the program. However, a replacement may be accepted at no additional cost, subject to approval. Progress Link Training & Consultancy Sdn Bhd reserves the right to change the facilitator, reschedule or cancel the program and all efforts will be taken to inform participants of the changes. Should the program be cancelled or postponed, Progress Link Training & Consultancy Sdn Bhd is not responsible for covering airfare, hotel, other travel costs, or any additional costs incurred by the participants.

1. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

2. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

3. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

4. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

5. Participant Name :

IC or Passport No :

Designation :

Mobile No:

Email address :

(If there are more participants, please attach a separate list)