



*Training Course:  
21st Century Corporate Performance  
Measurement Methodology Workshop*

*3 - 14 February 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: 21st Century Corporate Performance Measurement Methodology Workshop

Training Course code: MA9001 From: 3 - 14 February 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 7000 € Euro

### Program Overview

In this program you will learn about...

1. Aligning Performance Measures with the Needs of World Class Organizations in the 21st Century Globalized Economies
2. Aligning Performance Measures with Organizational Mission, Vision, Strategic Objectives, Quality Policies and Requirements.

### Program Content

1. Understanding 21st Century Markets & Customers
  2. World Class Organizations
  3. Entrepreneurial Organizations
  4. Customer Focused Organizations
  5. Continually Innovating Organizations
  6. Good Management Practices
  7. Best Practices
  8. Meaningful Key Indicators
    1. Leadership
    2. Strategic Planning
    3. Customer Focus
    4. Management by Facts Measurement, Analysis
    5. Facilitating a Learning Organization through Knowledge Management
    6. Information Technology Deployment
    7. Workforce Focus
      - Working Environment
      - Worker Motivation
- 
1. Operations Focus
  2. Results Success in Achieving Short and Long Term Targets
    - Product
    - Process
    - Customer
    - Workforce
    - Leadership
    - Financial
- 
1. Data Collection for Key Performance Indicators
  2. An Action Plan for Your Organization towards Meaningful Performance Measurement
  3. Hands-on Workshop to Develop Your Performance Measures.

## Registration form on the Training Course: 21st Century Corporate Performance Measurement Methodology Workshop

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.