



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

*16 - 27 August 2027
Casablanca (Morocco)*

Training Course: 21st Century Corporate Performance Measurement Methodology Workshop

Training Course code: MA9001 From: 16 - 27 August 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

In today's fast-changing and data-driven business environment, organizations must adopt modern performance measurement methodologies to remain competitive, agile, and results-oriented. Traditional performance metrics are no longer sufficient to capture the complexity of organizational performance, particularly in the context of digital transformation, innovation, and stakeholder expectations.

This workshop, developed by [Global Horizon Training Center](#), provides participants with advanced frameworks and tools for measuring, managing, and improving corporate performance. It focuses on aligning strategy with execution through modern methodologies such as Balanced Scorecard, KPIs, and data-driven performance systems.

Participants will gain practical skills in designing performance frameworks, developing meaningful metrics, and using performance insights to drive decision-making and continuous improvement.

Course Objectives

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

- Understand modern performance measurement concepts and frameworks
- Design and implement corporate performance measurement systems
- Develop effective KPIs aligned with strategic objectives
- Apply Balanced Scorecard and strategy mapping techniques
- Utilize data and analytics for performance management
- Monitor, evaluate, and improve organizational performance
- Align performance measurement with organizational strategy
- Support decision-making through performance insights

Target Audience

This program is designed for:

- Executives and Senior Managers
- Strategy and Performance Management Professionals
- Department Heads and Team Leaders
- Business Analysts and Planning Specialists
- HR and Organizational Development Professionals
- Government and Public Sector Officials
- Professionals involved in performance measurement and reporting

Outline

Day 1: Foundations of Modern Performance Measurement

- Evolution of Performance Measurement Systems
- Limitations of Traditional Metrics
- Introduction to Modern Frameworks Balanced Scorecard, KPIs
- Linking Strategy to Performance
- Key Concepts in Performance Management
- Case Studies on Performance Measurement

Day 2: Strategy Mapping and KPI Development

- Translating Vision and Strategy into Objectives
- Developing Strategy Maps
- Identifying Strategic Themes
- Designing Effective KPIs
- Setting Targets and Performance Thresholds
- Aligning KPIs with Organizational Goals

Day 3: Performance Measurement Systems and Tools

- Building Balanced Scorecards
- Designing Performance Dashboards
- Data Collection and Management
- Using Business Intelligence Tools
- Performance Reporting Techniques
- Integrating Financial and Non-Financial Metrics

Day 4: Performance Monitoring and Improvement

- Monitoring and Evaluating Performance
- Analyzing KPI Results and Trends
- Identifying Performance Gaps
- Continuous Improvement Frameworks PDCA, Lean
- Benchmarking and Best Practices
- Decision-Making Using Performance Data

Day 5: Implementation and Sustainability

- Implementing Performance Measurement Systems
- Change Management and Stakeholder Engagement
- Governance and Accountability Structures
- Sustaining Performance Improvement
- Developing Action Plans
- Case Studies and Practical Workshop

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

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