



Delegates must bring their laptops to support "learning by doing".

MEASURING YOUR BUSINESS STRATEGY

Strategic KPIs – How to develop and deploy relevant Strategic KPIs

8
CPD Hours
Claimable

Tuesday, 27 August 2019

Karachi Marriott Hotel

Friday, 30 August 2019

The Faletti's Hotel, Lahore

9:00 am to 5:00 pm



Course Facilitator:

ALAN FELL

- A highly experienced specialist in corporate performance management
- More than 25 years in a wide range of performance management disciplines
- A consultant and trainer for the last 18 years.

Workshop Overview:

The basic concept of "what gets measured gets managed" is widely understood and accepted. And the idea of applying this to the world of strategy management is also well established – at least conceptually.

BUT – experience indicates that organisations consistently struggle with three core aspects of this subject:

- What are the relevant Strategic KPIs for our organisation?
- What sensible performance targets should we set for the future?
- How can we best use the strategic KPI monitoring process?

This intensive 1-day programme addresses these three core management challenges and provides a practical and disciplined approach to delivering relevant answers.

The course is structured in workshop format and is based upon 3 modules. Each module will include an introductory presentation from the course leader, Alan Fell, followed by each delegate, or team of delegates, completing the KPI templates that will be provided.

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Pre Course Preparation

It is recommended that each delegate should familiarise himself / herself with the business strategy of the organisation to provide a firm base upon which to build the development of relevant Strategic KPIs and associated targets.

It is also important that each delegate comes with an open mind and is ready to challenge the existing selection of KPIs within the business. The underlying issue is that most organisations have a multitude of short-term operational KPIs, but are generally “lightweight” in measuring and monitoring the strategic progress of the organisation.

Who Should Attend:

This course is designed primarily for those Managers/ Supervisors whose role includes an element of strategic or operational planning and execution.

More specifically it is aimed at:

Those at corporate / organisation level; having responsibility for developing / co-ordinating the overall strategies of the organisation.

Business Unit and Departmental management who are involved in developing their strategies and business plans within a clearly articulated corporate context

Key Business Benefits

- 1- Gain practical insight into a successful methodology for translating business strategy into the most relevant and appropriate “strategic KPIs”
- 2- Understand the process of selecting and prioritising what are the most relevant KPIs from a typically long list of such potential measures
- 3- Learn how to set and validate appropriate and aligned performance targets – and how to avoid the very common trap of having unrealistic and unaligned targets.
- 4- How to use Strategic KPIs as a key component of achieving successful implementation of the organisation’s strategic ambitions
- 5- Overall - benefit from the course leader’s 30+ years of practical experience on the subject and the challenges of establishing effective ownership of strategic KPIs and targets – without which nothing much is actually achieved.

Detailed Course Outline

The course is structured into 3 modules, following a logical sequence. Each session will include an appropriate mix of presentation, discussion, case study learning and spreadsheet hands-on exercises with templates provided for delegates to customise and complete within the time limits of a comprehensive 1-day course format.

01 Defining the “Destination” – translating the Vision into explicit SMART Goals

- Course introductions and methodology
- Why relevant measurement really matters
- Understanding the different types / classes of KPIs – direct / indirect, input / output, enablers / results, operational / strategic
- Clarifying what the Vision means – getting beyond ambiguous slogans
- Setting measurable / SMART Goals, which represent the destination of the strategic planning process.
- Validating those Goals: where an organisation develops more than one overall Goal (“overarching strategic Goal”), there is a vital need to ensure compatibility between those Goals.

02 Documenting the business strategy as the base from which Strategic KPIs are developed

- Strategy needs to be clearly defined before it can be measured
- This module uses 3 methodologies to define a business strategy as a prelude to selecting the relevant KPIs
 - i. The Strategy Canvas
 - ii. The Strategy Map
 - iii. Strategic Headlines

- The methodology for translating strategy (words) into a number of potential Strategic KPIs
- Creating the “story” of each key element / component of an organisation’s strategy – the vital bridge between strategy and KPI
- The process for identifying a number of sensible potential strategic KPIs for each element of the strategy
- How to prioritise potential KPIs - and select those that are most relevant for measuring your chosen business strategy, supported by explicit KPI definition.
- What happens to those potential KPIs that are not selected – how can we still benefit from them



About Course Director

ALAN FELL

Director
Alan Fell Consultancy Ltd, UK

Alan is a UK-based specialist in Strategy Management and the Balanced Scorecard - with more than 23 years hands-on experience in "scorecarding".

Formerly a Senior Executive with a major UK commercial bank, Alan is now a recognized subject matter expert in the Balanced Scorecard and the broader management challenges of Strategy Execution. He conducts training events across the world and is a repeat visitor to Pakistan.

Since 2010 Alan has been a Senior Associate of the Balanced Scorecard Institute - BSI

(www.balancedscorecard.org) and leads many of their training and consulting programs with a special focus on the Middle East. This program benefits from Alan's overall 45+ years' experience in business management.

The majority of his work is now undertaken internationally, especially in the Middle East/Gulf region, but also in the Far East, South Africa, Europe as well as the UK. Alan is an expert trainer and course leader. Over the last five years, he has led more than 100 conferences, seminars, and workshops concentrating on performance management disciplines in a wide range of international locations.

Alan's workshops in Pakistan have been attended by participants from Engro Polymer & Chemicals Ltd, Fatima Fertilizer (Fatima Group), JS Private Equity, Ufone, Novatex Limited, Gatron Industries Ltd., Descon Ltd. Gul Ahmed Textile Mills, 1 Link, Silk Bank, Engro Polymer & Chemicals Ltd., HBL, et al.

Hear What Delegates Have Said About This Course In The Past

A very informed trainer. Made my concept clear. Thanking him a lot.

Tamim Shabbir, FCA - CFO, Al Baraka Bank

A very experienced & Thorough gentleman.

M. Hammad Anwer - Head of HR, Pak Kuwait Investment Company

"Alan Fell is an amazing talent who has an ability to trigger the constructive thought process during the training. This unique method was quiet helpful in learning"

M. Wasif - Senior Manager, Gul Ahmed Textile Mills

"Lot of knowledge on the subject. Alan showed us different ways of looking at strategy. Very clear and concise."

Sarah Ashar Hussain - Officer, Engro Polymer & Chemicals Ltd.

Alan Fell is a great trainer who presented this subject in a very simple and easy to understand manner. Value addition from this course is immerse.

Salman Qutb - Group Head - HR/ Admin, MCB Islamic Bank

"Alan Fell is an amazing talent who has an ability to trigger the constructive thought process during the training. This unique method was quiet helpful in learning"

M. Wasif - Senior Manager, Gul Ahmed Textile Mills

"It was engaging & insightful, Alan knows how to get results.

Truly insightful experience"

Fakhrah Taymore - Head of HR, 1Link



REGISTRATION DETAILS

Regular Tuition Fee: Rs. **45,000** per participant

Group Discount: **10% Discount** on 2 or more nominations from the same organization

***15% Discount** for members of ICAP, ICMAP, IIA and CFA Society of Pakistan

Includes courseware, TerraBiz certificate, lunch, refreshments and business networking

For registration(s), send us your **Name, Designation, Organization, Mobile, E-Mail and Postal Address** to register@terrabilzgroup.com

For further information please contact **Marya Saeed**
Mobile: 0330 318 4168 / 0300 213 3849
Phone: (021) 3480 1888 / 3483 3775

*Discounts are mutually exclusive

Terrabilz Cancellation Policy:

For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at anytime.



On-site & in-house training

Get this course delivered how you want, where you want, when you want – and save up **massive amount!** If you have 6+ employees seeking training on the same topic, **Talk to Us: Hassam Siddiqi +92 312 367 5174** Email: hassam@terrabilzgroup.com