



KPI

KEY PERFORMANCE INDICATOR

STRATEGIC KPI SETTINGS

**FROM PLANNING TO
PERFORMANCE DELIVERY**

2026

29TH & 30TH JUNE

VENUE: IBIS KL CITY CENTRE

COMPREHENSIVE WORKSHOP

By APEX MASTERY





Target Audience:

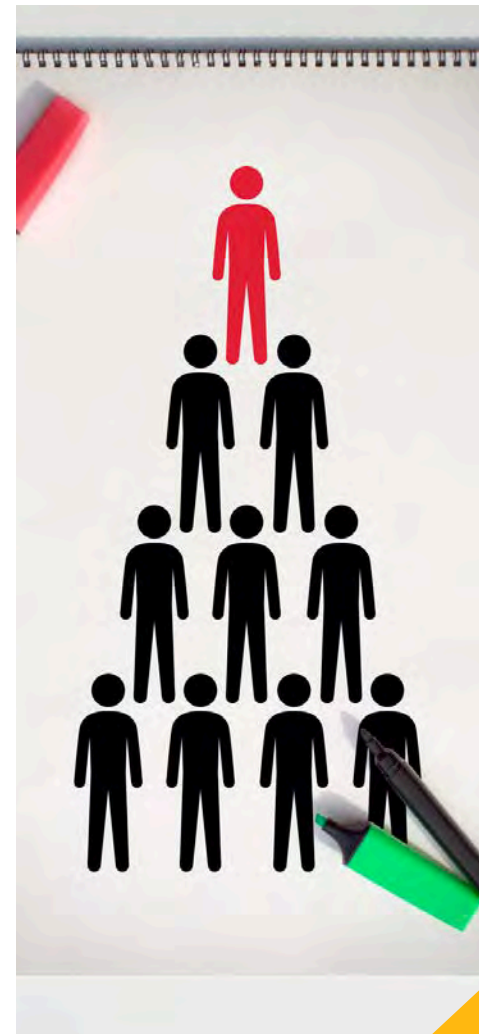
ideal for mid- to senior-level professionals who are responsible for planning, monitoring, and evaluating performance within their teams or departments. Target participants include Department Heads, Team Leaders, Managers (such as Operations Managers, HR Managers, Finance Managers, Sales Managers), Supervisors, Project Managers and HR Business Partners. It is also suitable for executive-level staff involved in strategic planning and performance management, as well as professionals tasked with designing performance measurement systems or implementing KPIs across departments.

In today's competitive environment, organizations must ensure that their strategies are translated into measurable actions that produce tangible results. Many companies struggle not because they lack plans or ambition, but because their KPIs are unclear, inconsistent, or misaligned with business goals. This programme addresses these gaps by equipping participants with proven tools and techniques to design KPIs that truly drive performance as effective KPIs play a critical role in steering teams and individuals towards what matters most.

When KPIs are poorly structured, overly activity-based, or disconnected from strategy, performance management systems fail, leading to frustration, inefficiencies, and weak accountability. This training helps participants understand the fundamentals of KPI effectiveness—what works, what doesn't, and why some systems fail despite good intentions.

A key challenge in many organizations is aligning KPIs across multiple levels—from organizational strategy to departmental goals, and down to individual responsibilities. This programme provides a structured approach for cascading KPIs, establishing clear targets, and applying evaluation techniques that support fairness and consistency. Participants will also learn how to develop SMART, CLEAR, and meaningful KPIs that focus on results rather than tasks.

To embed a performance-driven culture, organizations must continuously monitor, review, and improve their KPI systems. This course emphasizes practical tools such as dashboards, heatmaps, check-in cycles, and review frameworks. Through hands-on activities, case studies, and KPI clinics, participants will leave with strengthened capability to manage KPIs, communicate performance results, and drive improvement through data-informed decisions.



COURSE INTRODUCTION



Training Objective:

The objective of this training is to equip participants with the skills and frameworks needed to design, implement, and manage KPIs that support strategic business execution. The programme aims to help participants understand the strategic role of KPIs, translate business goals into clear and measurable indicators, and apply structured frameworks such as SMART, CLEAR, and leading/lagging measures. Through practice-driven learning, participants will learn how to set baselines, targets, weightages, and scoring methods that ensure consistency and fairness in evaluation. The course further aims to strengthen participants' ability to track performance using dashboards and performance data, while also enhancing communication, accountability, and review practices that support measurable performance outcomes.

1). Understand the strategic role of KPIs

- Recognize how KPIs drive individual, departmental, and organizational performance.
- Identify the link between strategy, goals, and measurable indicators.

2). Translate business goals into aligned KPIs

- Convert organizational objectives into clear and measurable KPIs.
- Apply the Balanced Scorecard to ensure strategic alignment.

3). Apply KPI development frameworks

- Use SMART and CLEAR criteria to structure high-quality KPIs.
- Differentiate between leading and lagging indicators for effective measurement.

4). Establish performance targets and scoring methods

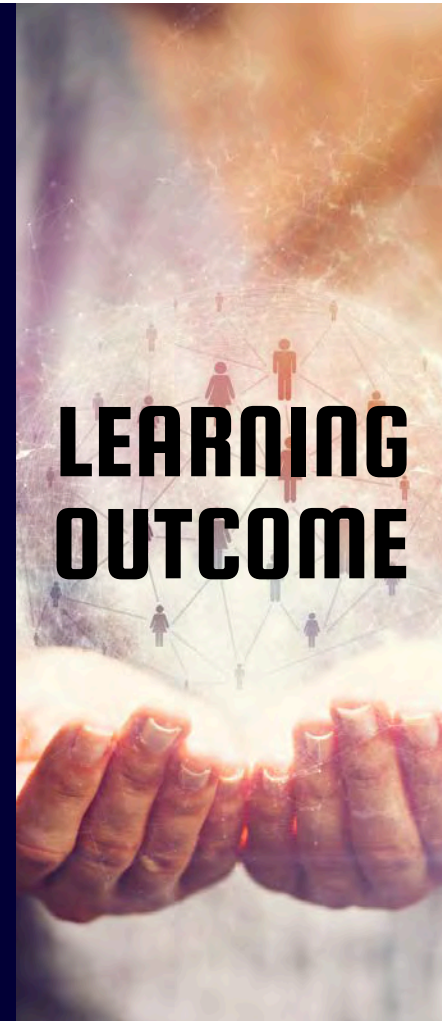
- Define baselines, targets, and weightages for KPIs.
- Develop consistent rating and evaluation methods for fair assessment.

5). Monitor, review, and improve KPIs using data-driven tools

- Track KPIs through dashboards, RAG status, and performance reports.
- Use data insights to support decision-making and performance improvement.

6). Strengthen accountability and communication for KPI achievement

- Enhance communication of KPI expectations and results across teams.
- Build ownership, alignment, and responsibility for achieving KPI outcomes.



Methodology:

This training course uses a blended learning approach:

- **Instructor-led lectures** – Covering key HR management concepts, frameworks, and strategies
- **Case studies & Real world scenarios** – Participants analyze and solve HR challenges
- **Hands-On Exercise & Group discussions** – Interactive sessions to enhance critical thinking
- **Best practice sharing** – Learning from industry benchmarks and global trends
- **Feedback & Reflection**

COURSE OBJECTIVE



FIRST DAY

Understanding & Designing Effective KPIs

Module 1

The Role of KPIs in Driving Business

Results

- What makes a KPI effective
- Link between strategy → goals → KPIs
- Common KPI mistakes & why performance systems fail
- KPI alignment to organizational strategy

Module 2

KPI Frameworks & Structure

- Types of KPIs: strategic, operational, functional, behavioural
- Balanced Scorecard perspectives
- Leading vs Lagging indicators
- Activity vs Output vs Outcome measures
- KPI quality test: SMART + CLEAR criteria

Module 3

Designing Effective KPIs

- KPI formula and calculation clarity
- Defining baselines, targets, weightage
- Setting performance standards (1–5 rating scale)
- Hands-on activity: KPI creation workshop

Module 4

KPI Alignment & Cascading

- Organization → Department → Individual KPIs
- Accountability mapping

SECOND DAY

Implementing, Tracking & Driving Performance

Module 5

KPI Monitoring & Tracking

- KPI check-in cycles: monthly, quarterly, yearly
- Tools and dashboards for tracking performance
- Interpreting red–amber–green (RAG) status
- Heatmaps and data storytelling

Module 6

KPI Scoring, Evaluation & Calibration

- Designing scorecards
- Setting fair and consistent rating criteria
- Avoiding evaluator bias
- Calibration techniques for fairness

Module 7

Performance Review Conversations

- How to communicate KPI results effectively
- Coaching for performance gaps
- Handling employees who underperform
- Recognition and reward strategies for high-performers

Module 8

Continuous Improvement of KPI Systems

- When and how to revise KPIs
- Using data insights for decision-making
- Enhancing accountability and ownership
- Building a performance-driven culture

Final Workshop & Presentation

- Participants refine their KPI scorecards
- Action plan for workplace implementation



NOR AINA KAMARUDDIN *HRDC Accredited Trainer*

Career Summary: Pn Aina is a seasoned HR Consultant and Corporate Trainer with over 30 years of experience across Malaysia, Singapore, and Southeast Asia. She is highly regarded for her expertise in HR transformation, performance management, Balanced Scorecard implementation, competency development, and organisational change. She has successfully led complex HR initiatives—ranging from HRIS implementation and restructuring exercises to KPI framework design, talent development programs, and compliance governance—across multiple industries including manufacturing, banking, telecommunications, healthcare, and shared services. Her approach is grounded in real-world insights and a strong understanding of the Southeast Asian HR landscape, allowing her to design frameworks that are practical and aligned with business objectives.



Training Experience: As an accredited HRD Corp trainer, MBTI practitioner, StrengthsFinder coach, and certified competency-based training specialist, Aina is known for her engaging, practical, and outcome-driven facilitation style. She designs and delivers experiential learning programs that combine strategic insights with real-world application, empowering leaders, HR professionals, and employees to align people strategies with business growth. Passionate about developing talent and building future-ready organisations, Aina continues to support companies nationwide in elevating their HR capability, workplace culture, and performance excellence.

- Specialized in the intricacies of HR within Southeast Asia, including Malaysia, Singapore, and Indonesia.
- Delivered training programs that empower participants to confidently tackle HR complexities and challenges.
- Played a significant role in change management transitions and development of new HR systems.

Notable Achievements:

- **Spearheaded** the successful implementation of a comprehensive HR system in multiple geographies.
- Launched a highly effective **Rewards and Recognition program**.
- Recognized as a "**Change Hero**" for leading transformative HR initiatives across various organizations.

Her academic and professional achievements are a testament to her relentless pursuit of excellence in HR training and talent development. Her approach to continuous learning and growth sets a high standard, benefiting both individuals and organizations she works with.

EDUCATION & CERTIFICATIONS

- Master in Human Resource Management
- Curriculum Designer and Developer Competency Based Training and Education (CBTE)
- Strength Finder Coach
- MBTI Accredited Administrator
- HRDC Accredited Trainer

TRAINER PROFILE





KEY WORKING EXPERIENCE

- **Head of Human Resources / 2021 – 2023**
 - Led regional HR strategy, employee well-being initiatives, and change management programs.
- **Senior Manager, HR & Admin / HR Business Partner / 2015 – 2020**
 - Managed HR operations and transformation projects, focusing on development and employee support systems.
- **Head of Corporate Services / 2011 – 2015**
 - Oversaw HR functions, employee engagement, and internal communication strategies.
- **Human Resource Director / 2010 – 2011**
 - Led HR and training functions, including talent development and performance management.
- **HR Business Partner / 2007 – 2009**
 - Developed and implemented training frameworks for staff at all levels.
- **Head of Learning & Knowledge Management / 1990 – 2002**
 - Directed learning programs and initiatives to support employee growth and retention.



TRAINER EXPERTISE:

KPI & PERFORMANCE MANAGEMENT

- Designs KPI, KRA, and OKR frameworks.
- Aligns KPIs with organizational strategy.
- Builds Balanced Scorecard-based systems.
- Develops performance appraisal frameworks.
- Sets clear rating methods.
- Cascades KPIs to all levels.
- Advises on performance gaps and probation.
- Guides disciplinary and improvement decisions.
- Supports SMART and CLEAR target setting.
- Enables data-driven decisions with dashboards.
- Drives accountability across teams.
- Links individual goals to business outcomes.

WHAT MAKES HER STAND OUT

- 30+ years of hands-on HR and KPI experience.
- Provides ready-to-use templates and tools.
- Uses case studies and real examples.
- Runs interactive workshops and exercises.
- Guides managers in performance conversations.
- Connects people performance with business results.
- Delivers practical solutions, not just theory.
- Equips participants to improve team performance.
- Ensures participants leave with actionable plans
- Trusted by leaders for HR strategy alignment.
- Creates engaging and results-driven learning experiences

TRAINER PROFILE



Senior Executive of Human Resources, HRBP WORKSHOP (May 2025)

- “Ms. Aina delivered a superb session – truly one of best training I’ve ever attended. Her mastery of the content, clear delivery, and structured flow made every moment impactful.

Deputy Director, DESIGNING KPI & PERFORMANCE MANAGEMENT (June 2025)

- “The session conducted by Aina was highly informative. She brings strong practical knowledge and explains concepts with great clarity.”

Assistant Manager of Human Resources, HRBP WORKSHOP (May 2025)

- “Ms. Aina’s delivery was incredibly engaging and easy to follow. She explains concepts in a way that sparks interest and ensures understanding. I truly enjoyed the session and felt fully engaged from start to finish.”

Senior Administration Manager, HR MASTERY (August 2025)

- “Her facilitation style created an open and comfortable learning environment where everyone could contribute. The insights shared were practical and highly relevant to my role.”

Senior Executive of Project, PERFORMANCE MANAGEMENT (June 2025)

- “The trainer delivers training with passion and clarity. Her explanations were practical, relatable, and very well-paced.”

Assistant Manager of Human Resources, HR MASTERY (August 2025)

- “She is an excellent trainer who delivers content clearly and effectively. Her approach makes even complex topics easy to understand.”

TRAINER TESTIMONIALS