

KPI DESIGN TRAINING IN THE PHILIPPINES

Designing Strategic, Meaningful, Measurable, and Actionable Key Performance Indicators

A Practical and Customizable Corporate Training Program by Making Strong Success Corporation

TRAINING OVERVIEW

Organizations need reliable performance information to determine whether strategies are working, objectives are being achieved, operations are improving, customers are being served effectively, and employees are contributing to the desired results.

However, many organizations struggle with performance measurement because their existing indicators are unclear, excessive, difficult to calculate, disconnected from strategy, or focused mainly on activities rather than meaningful outcomes.

Some organizations use every available number as a KPI. Others select indicators simply because the data is easy to collect. In many cases, departments report numerous statistics without knowing which measures truly require management attention or corrective action.

Common KPI design and implementation challenges include:

- KPIs that are not connected to organizational strategy
- Confusing activities, outputs, outcomes, targets, and KPIs
- Measuring what is easy instead of what is important
- Too many indicators competing for management attention
- KPIs with unclear formulas, definitions, or data sources
- Performance targets based only on management preference
- Indicators that employees cannot influence
- Duplicate or conflicting KPIs across departments
- Overreliance on lagging indicators
- No assigned KPI owner or accountable decision-maker
- Inconsistent reporting and data validation
- Dashboards that display numbers without meaningful interpretation
- Employees focusing on the metric while ignoring the intended result
- KPIs encouraging undesirable or unintended behavior
- Review meetings that explain poor results without producing action

A Key Performance Indicator is not merely any measurement appearing in a report. It is a strategically important measure that helps decision-makers understand progress toward a critical objective, identify performance gaps, and determine whether intervention or improvement is necessary.

This **KPI Design Training in the Philippines** equips participants with practical tools for translating objectives into measurable results, identifying critical success factors, selecting leading and lagging indicators, defining formulas and data sources, setting performance targets, assigning accountability, creating scorecards, and using KPI results for decision-making and continuous improvement.

Participants will not merely study sample indicators. They will evaluate weak KPIs, develop new performance measures, create KPI definition sheets, establish targets and thresholds, build scorecards, and prepare recommendations for implementation.

This program is ideal for organizations searching for:

- **KPI Design Training in the Philippines**
- **Key Performance Indicators Design Training in the Philippines**
- **Designing KPIs Training in the Philippines**
- **Designing Key Performance Indicators Training in the Philippines**
- **Training on KPI Design in the Philippines**
- **Training on Key Performance Indicators Design in the Philippines**
- **Training on Designing KPIs in the Philippines**
- **Training on Designing Key Performance Indicators in the Philippines**
- KPI Development Training in the Philippines
- Performance Measurement Training
- KPI Scorecard Design Training
- KPI Dashboard Training
- Strategic Performance Management Training

Following the MSS **EnterTRAINment®** methodology, the program combines concise facilitator-led discussions, KPI diagnostic activities, objective-to-measure workshops, target-setting exercises, scorecard development, performance-analysis cases, facilitator coaching, peer review, and action planning.

TRAINING GOAL

To strengthen participants' ability to design strategically aligned, clearly defined, measurable, actionable, and sustainable Key Performance Indicators that improve performance visibility, accountability, decision-making, organizational alignment, and continuous improvement.

TRAINING OBJECTIVES

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

1. Explain the purpose of KPIs in organizational and performance management.
2. Differentiate KPIs from ordinary metrics, activities, outputs, outcomes, targets, and initiatives.
3. Identify the characteristics of a meaningful and actionable KPI.
4. Translate strategic and operational objectives into measurable results.

5. Identify critical success factors associated with an objective.
6. Distinguish leading, lagging, input, process, output, outcome, efficiency, quality, and effectiveness indicators.
7. Select a balanced set of performance measures.
8. Develop clear KPI names, definitions, formulas, units, and data sources.
9. Establish baseline values, targets, thresholds, and reporting frequency.
10. Assign KPI ownership and accountability.
11. Assess the reliability and availability of performance data.
12. Identify indicators that may encourage unintended behavior.
13. Build practical KPI scorecards and dashboard structures.
14. Interpret KPI performance and identify appropriate management action.
15. Establish a practical KPI review and governance process.
16. Apply the P.E.R.F.O.R.M. KPI Design Framework.
17. Develop a KPI Design and Improvement Action Plan.

FROM POINT A TO POINT B

Point A: Common KPI Challenges	Point B: Desired KPI Capability
Every available measure is called a KPI	Only strategically critical indicators are treated as KPIs
KPIs measure activities completed	KPIs measure meaningful outputs, outcomes, quality, and impact
Indicators are disconnected from strategy	KPIs are derived directly from organizational objectives
Departments maintain too many measures	A focused and balanced set of indicators is monitored
KPI definitions differ among users	Names, formulas, data sources, and interpretation are standardized
Targets are arbitrary or unrealistic	Targets are based on baselines, trends, capacity, benchmarks, and priorities
Employees cannot influence the measure	KPIs are assigned to appropriate accountable owners
Reporting focuses only on historical results	Leading indicators help anticipate future performance
Dashboards display data without analysis	KPI results support decisions and improvement actions
Measures encourage undesirable behavior	Possible unintended consequences are identified and controlled
Poor performance is explained but not corrected	Reviews lead to root-cause analysis, action, and follow-through
KPIs remain unchanged indefinitely	Indicators are reviewed as strategies and operating conditions change

ORGANIZATIONAL BENEFITS

This **Key Performance Indicators Design Training in the Philippines** can help organizations:

- Align performance measures with organizational strategy
- Clarify what success means at organizational, departmental, team, and individual levels
- Improve accountability and ownership
- Reduce unnecessary or duplicate reporting
- Strengthen performance-management discussions
- Improve management decision-making
- Identify performance problems earlier
- Balance leading and lagging indicators
- Improve target-setting practices
- Strengthen data quality and reporting consistency
- Improve departmental and cross-functional alignment
- Support Balanced Scorecard implementation
- Improve coaching and performance-review conversations
- Focus improvement initiatives on critical performance gaps
- Strengthen a results-oriented and data-informed culture

ONE-DAY KPI DESIGN TRAINING PROGRAM OUTLINE

Recommended Schedule: 8:00 AM–5:00 PM

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	MODULE 1: FOUNDATIONS OF KPI AND PERFORMANCE MEASUREMENT • Understanding Performance Measurement ◦ Why organizations measure performance ◦ The role of KPIs in planning, execution, monitoring, and improvement • KPI versus Other Performance Elements ◦ Objective ◦ Critical success factor ◦ Activity and initiative ◦ Input, process, output, outcome, and	KPI or Not a KPI? Challenge Participants classify sample measures as objectives, activities, metrics, outputs, outcomes, targets, or true KPIs. KPI Diagnostic Exercise Participants evaluate weak and strong KPI examples using established quality criteria. Outputs: • KPI Quality Assessment Checklist • KPI Diagnostic Worksheet

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	impact ○ Metric, KPI, target, and threshold • Characteristics of Effective KPIs ○ Strategically aligned ○ Relevant and measurable ○ Controllable and actionable ○ Clearly defined and understood ○ Timely and cost-effective to collect • Common KPI Design Mistakes ○ Measuring everything ○ Vanity metrics ○ Activity-based indicators ○ Weak definitions and formulas ○ Conflicting or duplicated KPIs ○ Indicators that encourage unintended behavior • Understanding Different Types of Indicators ○ Leading and lagging ○ Quantity, quality, cost, time, efficiency, effectiveness, and satisfaction	
10:00–10:15 AM	Morning Break	
10:15 AM–12:00 NN	MODULE 2: TRANSLATING OBJECTIVES INTO STRATEGIC KPIs • Starting with the Objective ○ Clarifying the intended result ○ Distinguishing objectives from activities and projects • Identifying Critical Success Factors ○ Conditions that must be achieved ○ Factors that management must monitor closely • Developing Possible Measures ○ Quantity and volume	Objective-to-KPI Design Laboratory Participants translate broad organizational or departmental objectives into critical success factors and potential indicators. KPI Selection Challenge Teams compare possible measures and select the indicators that provide the greatest strategic and management value. Outputs: • Objective and Critical Success Factor Map • Preliminary KPI Register

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	- Quality and accuracy - Cost and resource use - Timeliness and responsiveness - Efficiency and productivity - Effectiveness and impact - Customer and stakeholder experience Selecting the Most Meaningful KPIs - Strategic relevance - Decision usefulness - Influence and controllability - Data availability and reliability - Cost and effort of measurement Balancing the KPI Set - Leading and lagging indicators - Short-term and long-term performance - Financial and nonfinancial measures - Internal and external perspectives	
12:00–1:00 PM	Lunch Break	
1:00–3:00 PM	MODULE 3: DEFINING KPIs, TARGETS, OWNERSHIP, AND DATA REQUIREMENTS Developing a Complete KPI Definition - KPI name and purpose - Definition and interpretation - Formula and unit of measure - Data source and collection method - Reporting frequency Establishing Baselines and Targets - Historical performance - Internal benchmarks - External benchmarks - Capacity and resource considerations - Strategic ambition and improvement requirements Setting Performance Thresholds	KPI Definition Sheet Workshop Participants complete the full technical and management definition of selected KPIs. Target and Threshold Exercise Participants establish realistic baselines, targets, warning levels, and performance thresholds. Outputs: - KPI Definition Sheets - KPI Ownership and Data Matrix - Target and Threshold Table

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	- Minimum acceptable performance - Target performance - Stretch performance - Warning and critical levels Assigning KPI Ownership - Data owner - KPI owner - Accountable manager - Contributors and supporting functions Ensuring Data Quality - Accuracy, completeness, consistency, timeliness, and accessibility - Data validation and control Testing KPI Behavior - What behavior will the KPI encourage? - Possible gaming, trade-offs, and unintended consequences	
3:00–3:15 PM	Afternoon Break	
3:15–5:00 PM	MODULE 4: BUILDING KPI SCORECARDS, REVIEWING PERFORMANCE, AND SUSTAINING IMPROVEMENT Designing a KPI Scorecard - Objective, KPI, baseline, target, actual result, variance, and status - Performance trends and commentary Understanding KPI Dashboards - Summary versus detailed information - Appropriate visual presentation - Avoiding dashboard overload Interpreting KPI Results - Variance analysis - Trend analysis	KPI Scorecard Development Workshop Participants combine their completed KPI definitions into a practical scorecard structure. Performance Review Simulation Teams interpret KPI results, identify possible root causes, and recommend corrective or improvement actions. Final Outputs: - KPI Scorecard - KPI Dashboard Mock-Up - KPI Review and Action Tracker - KPI Design and Improvement Action Plan

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	○ Root-cause identification ○ Risks and emerging performance concerns • Conducting Effective KPI Review Meetings ○ Discussing results without blame ○ Identifying causes, actions, owners, and deadlines ○ Monitoring corrective and improvement initiatives • KPI Governance and Sustainability ○ Approval and change control ○ Reporting calendars ○ Periodic KPI validation ○ Retiring or revising outdated indicators • Applying the P.E.R.F.O.R.M. KPI Design Framework ○ Integrating strategic alignment, measurement design, ownership, review, and improvement	

THE P.E.R.F.O.R.M. KPI DESIGN FRAMEWORK

P – Pinpoint the Strategic Objective

Clarify the result the organization, department, team, or process must achieve.

- Define the intended outcome
- Connect it to organizational strategy
- Identify the stakeholders affected
- Clarify the timeframe
- Avoid confusing the objective with an activity

E – Establish Critical Success Factors

Determine what must go right for the objective to be achieved.

- Identify essential conditions
- Examine key processes and capabilities
- Recognize major performance drivers
- Identify significant risks

- Focus on factors that management must monitor

R – Recognize Meaningful Measures

Generate and select indicators that provide useful performance information.

- Consider quantity, quality, time, cost, efficiency, effectiveness, and impact
- Balance leading and lagging measures
- Confirm strategic relevance
- Assess controllability
- Eliminate vanity and duplicate measures

F – Formulate the KPI Definition

Make the indicator precise, consistent, and understandable.

- Name the KPI clearly
- Define exactly what it measures
- Establish the formula
- Identify the unit
- Clarify inclusions, exclusions, and interpretation

O – Organize Ownership, Data, and Targets

Establish who manages the KPI and how performance will be measured.

- Assign KPI and data owners
- Confirm the data source
- Establish reporting frequency
- Determine baseline performance
- Set targets and thresholds

R – Review Results and Root Causes

Use KPI information to understand performance rather than merely report numbers.

- Compare target and actual performance
- Analyze trends and variance
- Identify root causes
- Examine risks and constraints
- Determine where intervention is required

M – Manage Improvement and Maintain Relevance

Translate KPI results into action and keep the measurement system useful.

- Establish corrective and improvement actions
- Assign owners and deadlines
- Monitor progress
- Review KPI effectiveness
- Revise or retire indicators when circumstances change

KPI DESIGN TOPICS COVERED

The program may cover the following topics depending on participant roles and client requirements:

1. KPI fundamentals
2. Objectives and measures
3. Critical success factors
4. Metrics versus KPIs
5. Inputs, processes, outputs, outcomes, and impact
6. Leading and lagging indicators
7. Strategic KPI alignment
8. KPI selection criteria
9. KPI definitions
10. KPI formulas
11. Units of measure
12. Data sources and data quality
13. KPI ownership
14. Baselines
15. Target setting
16. Performance thresholds
17. KPI scorecards
18. KPI dashboards
19. Variance and trend analysis
20. KPI review meetings
21. Root-cause analysis
22. Performance improvement actions
23. KPI governance
24. KPI action planning

COMMON KPI DESIGN MISTAKES COVERED

Participants learn how to avoid:

1. Calling every measurement a KPI
2. Starting with available data instead of strategic objectives
3. Measuring activities instead of results
4. Using vague KPI names
5. Failing to define formulas and units
6. Selecting too many KPIs
7. Using only lagging measures
8. Setting targets without baseline information
9. Assigning targets that employees cannot influence
10. Creating duplicate or conflicting indicators

11. Measuring volume without considering quality
12. Measuring speed without considering accuracy
13. Using percentages without defining the numerator and denominator
14. Combining unrelated results into one indicator
15. Changing formulas during the reporting period
16. Ignoring data reliability
17. Reporting performance too late for intervention
18. Creating measures that encourage gaming
19. Using the same KPI for every level of the organization
20. Treating red status as automatic evidence of employee failure
21. Conducting KPI reviews without root-cause analysis
22. Ending reviews without actions, owners, and deadlines
23. Keeping obsolete indicators
24. Using dashboards that are overcrowded or difficult to interpret
25. Connecting every KPI automatically to individual compensation

SAMPLE KPI DESIGN SITUATIONS

Activities may include designing or evaluating KPIs related to:

- Revenue and financial sustainability
- Customer satisfaction and retention
- Service quality
- Process turnaround time
- Productivity and efficiency
- Accuracy and error reduction
- Delivery performance
- Inventory management
- Quality management
- Employee engagement
- Recruitment and retention
- Learning and development
- Safety and compliance
- Project performance
- Innovation and improvement
- Digital transformation
- Customer complaints
- Resource utilization
- Cross-functional coordination
- Strategic initiative execution

Cases and activities may be customized according to the organization's industry, strategy, structure, and existing performance-management practices.

TRAINING METHODS

Consistent with the MSS **EnterTRAINment®** philosophy, this **Designing KPIs Training in the Philippines** minimizes lengthy lectures and maximizes analysis, design, critique, practice, coaching, and application.

Training methods include:

- Interactive facilitator-led discussions
- KPI diagnostic exercises
- Objective-to-measure workshops
- Critical success factor mapping
- Leading-and-lagging indicator analysis
- KPI definition laboratories
- Formula-development exercises
- Target-setting workshops
- KPI scorecard development
- Dashboard design activities
- Performance-review simulations
- Peer evaluation
- Facilitator coaching
- Structured debriefing
- Action planning

TARGET PARTICIPANTS

This **KPI Design Training in the Philippines** is suitable for:

- Executives
- Department heads
- Division heads
- Managers
- Supervisors
- Team leaders
- Strategic planning personnel
- Performance-management professionals
- HR professionals
- Quality-management personnel
- Process-improvement teams
- Operations professionals
- Finance personnel
- Project managers
- Business analysts

- Data analysts
- Employees responsible for designing, monitoring, reporting, or reviewing performance indicators

The program may be customized for leadership groups, individual departments, cross-functional teams, strategy offices, HR teams, performance-management committees, or organization-wide mixed groups.

EXPECTED PARTICIPANT OUTPUTS

Participants will complete:

1. KPI Quality Assessment Checklist

Evaluating whether a proposed KPI is:

- Strategically aligned
- Relevant
- Measurable
- Controllable
- Actionable
- Clearly defined
- Data-supported
- Behaviorally sound

2. Objective and Critical Success Factor Map

Containing:

- Strategic or operational objective
- Intended outcome
- Critical success factors
- Performance drivers
- Possible risks
- Potential measures

3. KPI Register

Identifying:

- KPI name
- Objective supported
- Indicator type
- KPI owner
- Reporting frequency
- Status

4. KPI Definition Sheet

Containing:

- KPI name
- Purpose
- Definition

- Formula
- Unit
- Data source
- Reporting frequency
- Baseline
- Target
- Thresholds
- Owner
- Interpretation notes

5. KPI Scorecard

Showing:

- Objective
- KPI
- Baseline
- Target
- Actual result
- Variance
- Status
- Commentary
- Required action

6. KPI Design and Improvement Action Plan

Identifying:

- Existing KPI concern
- Required redesign or improvement
- Responsible person
- Target completion date
- Data and system requirements
- Review and approval process

DELIVERY OPTIONS

The program may be delivered as:

- Onsite or face-to-face in-house training
- Live instructor-led online training
- Hybrid training
- Half-day KPI awareness session
- One-day KPI Design workshop
- Two-day expanded KPI development program
- Departmental KPI workshop
- Balanced Scorecard and KPI Design program
- KPI Scorecard Development workshop

- Performance Measurement and Dashboard Training
- KPI design consultancy and facilitation intervention

A two-day format is recommended when participants need to design actual organizational, departmental, team, or individual KPIs during the program and receive detailed facilitator review and coaching.

RECOMMENDED CUSTOMIZATION INPUTS

The client may provide nonconfidential information regarding:

- Strategic objectives
- Departmental goals
- Existing KPIs and scorecards
- Performance reports
- Current targets
- Existing formulas and data sources
- Performance-management policies
- Reporting frequency
- Business processes
- Recurring performance concerns
- Desired organizational results

Personally identifiable employee ratings, confidential financial information, sensitive customer data, and proprietary records are not required unless the client specifically authorizes their controlled use.

FREQUENTLY ASKED QUESTIONS

What is KPI Design Training?

KPI Design Training in the Philippines develops participants' ability to translate organizational objectives into meaningful, measurable, and actionable Key Performance Indicators.

What is Key Performance Indicators Design Training?

Key Performance Indicators Design Training in the Philippines teaches participants how to select, define, calculate, assign, target, report, interpret, and review strategically important performance measures.

What is the difference between a KPI and a metric?

A metric is any measurement used to describe performance or activity. A KPI is a strategically important measure that indicates progress toward a critical objective and requires management attention.

All KPIs are metrics, but not all metrics are KPIs.

Does the training cover leading and lagging indicators?

Yes. Participants learn how lagging indicators measure achieved results while leading indicators monitor activities, conditions, or drivers that may influence future performance.

Does the training include KPI formulas?

Yes. Participants develop definitions, formulas, units, inclusions, exclusions, and interpretation rules for selected KPIs.

Does the program cover target setting?

Yes. Participants learn how baselines, trends, benchmarks, strategic priorities, capacity, resources, and improvement requirements influence target setting.

Does the training include scorecards and dashboards?

Yes. Participants develop a KPI scorecard and a practical dashboard structure for communicating performance.

Does the program cover Balanced Scorecard?

The program may use Balanced Scorecard perspectives to organize indicators when appropriate. A more comprehensive Balanced Scorecard program may also be delivered separately.

Can participants work on our actual KPIs?

Yes. Participants may redesign actual organizational or departmental KPIs using nonconfidential objectives, definitions, formulas, scorecards, and performance information provided by the client.

Is this suitable for employees without a technical or analytical background?

Yes. The program explains KPI design using practical language, guided worksheets, examples, and facilitated exercises. More advanced statistical or dashboard-development requirements may be addressed through a customized expanded program.

Can the training be delivered online?

Yes. It may be delivered through live online training using digital worksheets, breakout-room exercises, KPI critique activities, shared scorecards, and facilitator coaching.

RELATED TRAINING PROGRAMS

Organizations may also consider:

- Balanced Scorecard Training
- Strategic Planning Training
- Performance Management Training
- Strategic Thinking Training
- Data Analytics Training
- HR Analytics Training
- Process Improvement Training
- Root-Cause Analysis Training

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- Dashboard Development Training
- Project Management Training
- Results-Based Management Training
- Organizational Performance Management Training

WHY CHOOSE MSS CORPORATION?

Making Strong Success Corporation delivers practical and customizable corporate training programs based on actual organizational strategy, performance-management, leadership, HR, operations, and improvement challenges.

Our approach combines:

- Practical KPI design frameworks
- Objective-to-measure exercises
- Workplace-based KPI cases
- KPI diagnostic and redesign activities
- Formula and target-setting workshops
- Scorecard and dashboard development
- Performance-review simulations
- Facilitator coaching and peer feedback
- MSS EnterTRAINment® learning methods
- Action planning for immediate workplace application

This **KPI Design Training in the Philippines** is designed not merely to give participants a list of sample KPIs. It helps them understand what should be measured, why it matters, how it should be defined, who should own it, what target should be achieved, and how the results should influence decisions and improvement.

REQUEST A CUSTOMIZED PROGRAM

Organizations searching for **KPI Design Training in the Philippines, Key Performance Indicators Design Training in the Philippines, Designing KPIs Training in the Philippines, Designing Key Performance Indicators Training in the Philippines, Training on KPI Design in the Philippines, Training on Key Performance Indicators Design in the Philippines, Training on Designing KPIs in the Philippines, or Training on Designing Key Performance Indicators in the Philippines** may request a customized program based on their strategy, organizational structure, performance-management system, existing indicators, data availability, and desired results.

Measure what matters. Define it clearly. Assign ownership. Review performance. Convert results into better decisions and continuous improvement.