PERFORMANCE SYSTEMS · 18-HOUR WORKSHOP

Performance Management System

FROM YOUR FIRST KPI TO A SYSTEM THAT PERFORMS

In six live sessions you build a complete performance system, step by step: balanced KPIs, evidence-based targets, fair appraisals and development plans that managers can run and employees can trust.

- 6 sessions
- 3 hours each
- 18 hours in total
- 20+ hands-on exercises
- 8 modules
- Certificate of completion



Book your seat →

WhatsApp +20 15 1596 1393 · info@od-craft.com

FACILITATED BY

Hussein Ehab

OD Consultant · Certified KPI Professional

THE PROBLEM WE SOLVE

Most performance systems measure activity, not performance.

Annual forms, vague KPIs and targets nobody can explain. Managers rate their own impressions, employees stop believing the scores, and the strategy never reaches the people who deliver it. This workshop teaches you to build the system the right way: KPIs that reflect performance, targets built on evidence and reviews that develop people.

14%

of employees strongly agree that their performance reviews inspire them to improve.

Gallup, 2019

62%

of the variance in performance ratings came from the rater, not from the person being rated.

Scullen, Mount & Goff, Journal of Applied Psychology, 2000

4.2×

Companies that focus on their people's performance are 4.2 times more likely to outperform their peers.

McKinsey & Company, 2024

What changes after the workshop

BEFORE

- KPIs that count activity: "# meetings held", "# trainings delivered"
- Targets copied from last year plus 10%
- One KPI per objective, so it is easy to game
- Ratings that depend on who the manager is
- A review once a year that nobody prepares for

AFTER

- KPIs written in one grammar ($ # %) that reflect results
- Targets and thresholds set from four sources of evidence
- Balanced KPI pairs that keep each other honest
- Clear rating rules, weights and an overall score
- Review meetings that end with a development plan (IDP)

Who should attend

No prior experience needed: we start from the basics and build to an advanced level.

HR & OD professionals

Who design, run or fix the performance system.

Strategy & performance teams

Who build scorecards and report KPIs to management.

Managers & team leaders

Who set objectives, rate people and hold reviews.

Owners & executives

Who need the strategy to show up in everyday results.

WHAT YOU BUILD IN 18 HOURS

You don't leave with notes. You leave with a working system.

Each session adds one part of a complete performance management system. By Day 6, every part connects: from the strategy at the top to the development plan of a single employee.

1	**Strategy on one page** A Balanced Scorecard map of objectives across four perspectives.	DAY 1
2	**SMART objectives** Objectives, KPIs, targets and initiatives written in one clear grammar.	DAY 2
3	**Balanced KPI pairs** Leading–lagging, efficiency–effectiveness, quantity–quality, subjective–objective.	DAY 3
4	**KPI passports** Formula, data source, owner and frequency for every KPI.	DAY 4
5	**A cascaded scorecard** Corporate → department → individual, with a clear line of sight.	DAY 4
6	**Targets, thresholds & a dashboard** Evidence-based targets and a one-page report that drives decisions.	DAY 5
7	**Appraisal score & IDP** A 70/30 appraisal score, a review conversation and a development plan.	DAY 6

VALUE FOR YOU

- Design or fix a performance system yourself, without outside help
- Speak the language of strategy and numbers with executives
- Use ready templates at work from the next morning
- A certificate and a mini scorecard for your portfolio

VALUE FOR YOUR ORGANIZATION

- The strategy visible in every role and every review
- Fair, consistent ratings that managers can defend
- Targets people accept, because they rest on evidence
- Reviews that end in development, not arguments

LEARNING OUTCOMES

Six things you will be able to do, not just know.

01

Explain performance management

What it is, who is involved and how the cycle works all year.

02

Appraise people fairly

Choose the right appraisal method and avoid the nine rater errors.

03

Write strong KPIs

Use one grammar for objectives, KPIs, targets and initiatives.

04

Select and cascade KPIs

Pick the few KPIs that matter and link every level to the strategy.

05

Set targets and report

Turn evidence into targets and thresholds, and report data people trust.

06

Review and develop

Run the review meeting, give feedback and build an IDP.

HOW EVERY SESSION WORKS

Short concepts, then practice, then your own organization.

1 LEARN

Plain-word concepts

One idea at a time, explained with visuals and simple examples from different industries.

2 PRACTICE

Hands-on exercises

Group work on real cases: a hotel scorecard, Panama Canal objectives, Philips' 2025 goals and more.

3 APPLY

Your own workplace

Bring your department's objectives and leave with KPIs, targets and templates you can use.

4 CHECK

Recap & quick quiz

Every module ends with a recap and a short check, so nothing is left unclear.

PROGRAM AT A GLANCE

8 modules · 6 sessions · 3 hours each

DAY 1
Foundations of performance management
Module 1 · 3 h

DAY 2
Appraisal methods & KPI basics
Modules 2 – 3 · 3 h

DAY 3
KPI taxonomy & balancing
Module 3 · 3 h

DAY 4
KPI selection & cascading
Modules 4 – 5 · 3 h

DAY 5
Targets, data & reporting
Modules 6 – 7 · 3 h

DAY 6
Review, development & capstone
Module 8 · 3 h

DETAILED AGENDA

Six sessions. Every topic practiced.

DAY 01

3 hours

Foundations of performance management

Module 1 · Foundations

- What performance management is and why it matters
- Who is involved: the four stakeholders
- The performance management cycle
- A year in performance management
- What performance appraisal is
- From personality ratings to continuous development
- Performance measurement vs. management
- Three levels of performance
- From purpose to daily action: mission to initiatives
- The Balanced Scorecard: four perspectives
- Reading a scorecard: a hospital example

PRACTICE

- Course expectations
- Match 13 performance management tools: mission, vision, values, goals, KPIs, targets…
- Three levels of performance
- Read and critique a hospital scorecard

BY THE END OF DAY 01 You can explain the full performance cycle and read any scorecard.

DAY 02

3 hours

Appraisal methods & KPI basics

Module 2 · Appraisal Methods

Module 3 · KPI Essentials

- Four families of appraisal methods, 13 methods
- Narrative, comparative and category rating methods
- Behavioral & objective methods (BARS, MBO)
- From vague labels to observable behavior
- Nine rater errors that bend an appraisal
- Six practical fixes for rater errors
- KPI, metric and target: the difference
- One grammar for every scorecard: objective, KPI ($ # %), target, initiative
- One sentence hides five SMART decisions

PRACTICE

- Spot the rater errors
- Identify the real KPIs in a list
- Write SMART objectives and KPIs
- Analyze real objectives: Panama Canal (2009) and Philips (2025)

BY THE END OF DAY 02 You can pick an appraisal method, avoid rater errors and write SMART objectives and KPIs.

DAY 03

3 hours

KPI taxonomy & balancing

Module 3 · KPI Essentials

- KPI DNA map: cost, time, quality, quantity
- Why we balance KPIs
- Leading vs. lagging KPIs
- Efficiency vs. effectiveness
- Quantity vs. quality
- Subjective vs. objective KPIs
- Composite index KPIs: one score, many parts
- KPIs vs. OKRs

PRACTICE

- Build a KPI DNA map from real performance reports
- Cluster leading and lagging KPIs
- Find the KPIs that measure quality
- Balance KPIs for functional objectives (3 rounds)

BY THE END OF DAY 03 You can classify any KPI and pair it with a partner that keeps it honest.

DETAILED AGENDA · CONTINUED

From the right KPI to the review meeting.

DAY 04

3 hours

KPI selection & cascading

Module 4 · KPI Selection | Module 5 · KPI Cascading

- Five steps for smart KPI selection
- Where KPI data comes from
- Three tests for strong KPIs
- Main KPI selection techniques
- Value Flow Analysis: input → process → output → outcome
- VFA in action: recruitment
- The KPI passport: document every KPI
- Cascading and line of sight
- Top-down, bottom-up or both
- Three cascading techniques
- Worked example: HR to L&D

PRACTICE

- KPI expo and KPI clustering
- Allocate two KPIs to each objective
- Build a hotel corporate scorecard
- Value Flow Analysis on five objectives
- Complete a KPI passport
- Cascade hotel → HR → recruitment supervisor

BY THE END OF DAY 04 — You can select, document and cascade KPIs from the corporate level to the individual.

DAY 05

3 hours

Targets, data & reporting

Module 6 · Targets & Thresholds | Module 7 · Data & Reporting

- Top-down and bottom-up target setting
- From evidence to a target value
- Reading results: trend and thresholds
- KPI weights: pros and cons
- When targets backfire: four negative behaviors
- Activating a KPI in eight steps
- KPI owner vs. data custodian
- Six data-quality checks before reporting
- Reporting KPIs: dos and don'ts
- A one-page KPI dashboard

PRACTICE

- Set targets from evidence: a bicycle maker and a bank
- Define thresholds and weights
- Run the data-quality checks
- Fix a misleading KPI report

BY THE END OF DAY 05 — You can set evidence-based targets and report KPIs that people trust.

DAY 06

3 hours

Review, development & capstone

Module 8 · Review & Development | Capstone

- The performance appraisal report and its ten components
- From results to an overall rating
- Linking results to rewards and talent (9-box grid)
- The performance review meeting: before and during
- Guidelines for giving feedback
- Individual Development Plan (IDP)
- Implementing IDPs across the organization
- Program mind map: the whole system on one page

PRACTICE

- Score an appraisal: KPIs 70% + competencies 30%
- Review-meeting role play
- Build an IDP
- Capstone: present your own mini scorecard

BY THE END OF DAY 06 — You can score an appraisal, run the review meeting and build an IDP.

YOUR TOOLKIT

You leave with tools, not just notes.

Everything you practice in the room comes home with you, ready to use in your own organization on Monday morning.

Participant handbook
Every concept in plain words with visuals, ready to reread after the workshop.

20+ practice exercises
Excel exercises on real cases, with model answers discussed in the session.

Performance appraisal template
Excel template: BSC objectives, balanced KPIs, 70/30 weighting and an automatic final score.

KPI passport
A documentation form so every KPI is read and calculated the same way.

IDP template
Turn review results into a development plan with actions, owners and dates.

Program mind map
The whole performance system on one page, for quick reference at work.

Balanced KPI prompt
A ready AI prompt that suggests balanced KPI pairs for any objective you write.

OD Crafters community
Join our practitioner community to keep asking, sharing and learning.

LEARNING EXPERIENCE

BEFORE

Set your goals
Share your role and expectations so examples match your work.

DURING

6 live sessions
3 hours each: concepts, group exercises and application to your own KPIs.

AFTER

Keep building
Use the templates at work and stay connected through the OD Crafters community.

CERTIFICATE

OD Craft certificate of completion

Issued when you complete the six sessions. Each certificate has a unique ID that anyone can verify on od-craft.com, and you can add it to your LinkedIn profile.



MEET YOUR FACILITATOR



Hussein Ehab

OD Consultant · Performance Management & KPIs

C-KPIP · Certified KPI Professional | SHRM certified | HRCI certified | TOT

Hussein is an organization development consultant with 9 years of experience building people systems across FMCG, pharmaceuticals, healthcare, retail and fashion. He specializes in performance management systems and KPI frameworks that link business strategy to everyday work.

He has built HR functions from scratch and designed performance, recruitment, job architecture and organization design systems for multi-branch organizations, including a performance system for a retail operation of more than 100 branches and 2,000 employees.

9+	5	100+	2,000+
years in HR and organization development	industries: FMCG, pharma, healthcare, retail, fashion	branches in one performance system he designed	employees covered by that system

WHY LEARN WITH HUSSEIN

A practitioner, not a lecturer

He runs performance systems inside real multi-branch operations, so every example comes from work, not theory.

Certified in KPI practice

A Certified KPI Professional (C-KPIP) who teaches the same measurement disciplines used by performance teams worldwide.

Built for beginners, deep for experts

Plain words and visuals first, then real cases, so newcomers keep up and experienced people go further.

> We teach what we build. Every tool in this workshop has been designed, tested and run inside real organizations.

OD CRAFT · BUILT TO PERFORM.

EVERYTHING INCLUDED

One booking. Everything you need to build the system.

18 live hours 6 sessions × 3 hours, interactive from start to finish	LIVE
8 modules From foundations to review and development	CONTENT
20+ hands-on exercises Real cases with model answers discussed in session	PRACTICE
Ready-to-use templates Appraisal template, KPI passport and IDP	TOOLS
Participant handbook & mind map Every concept in plain words, plus the system on one page	REFERENCE
Balanced KPI AI prompt Suggests balanced KPI pairs for any objective you write	BONUS
OD Craft certificate With a unique verification ID, ready for LinkedIn	CERTIFICATE
OD Crafters community Keep asking, sharing and learning after the workshop	COMMUNITY

QUESTIONS PEOPLE ASK

Do I need experience in performance management?
No. We start from the basics in plain words and build step by step to an advanced level.

Is it theory or practice?
Practice. Every topic is followed by an exercise on a real case, and you apply it to your own workplace.

What should I bring?
Ideally your department's objectives or current KPIs, so you can build on your own work.

Will I receive a certificate?
Yes. An OD Craft certificate of completion with a unique ID anyone can verify on od-craft.com.

Can my company book a private group?
Yes. We run the workshop in-house, with exercises built on your organization's objectives.

How do I book?
Send us a message on WhatsApp or email. We share the next start date, the schedule and the fees.

READY TO BUILD A SYSTEM THAT WORKS?

Reserve your seat in the next group.

Send us one message. We will share the next start date, the fees and the booking details.

01

Message us

On WhatsApp or by email. Scan the code below or tap the button.

02

Get the details

We send the next start date, the schedule and the fees.

03

Confirm your seat

You receive your confirmation and the pre-workshop form.

WHATSAPP
+20 15 1596 1393

EMAIL
info@od-craft.com

WEBSITE
www.od-craft.com

LINKEDIN
linkedin.com/company/od-craft

SCAN TO BOOK ON WHATSAPP

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Training a whole team?

We run this workshop in-house for your organization, with exercises built on your own objectives and KPIs.

Ask about in-house

Built to perform.