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COURSE BROCHURE

Performance Measurement, Improvement and Benchmarking Training Course

16 – 20 November 2026
Casablanca

Performance Measurement, Improvement and Benchmarking Training Course

Ref: 1264_47510 **Date:** 16 – 20 November 2026 **Location:** Casablanca **Fees:** 4500 GBP

Performance Measurement, Improvement and Benchmarking is a 1-week training course for department managers, performance analysts and improvement leads, and it ends with a benchmarking and improvement action plan for one measured process. Boards and customers now compare organisations openly, so internal figures mean little until they are set against peers and turned into action. Jupiter Prime Training designs this course for managers in service, utilities, logistics and public bodies who own departmental results.

Why Performance Measurement, Improvement and Benchmarking Matters Now

Two pressures push measurement up the management agenda. Executives and boards ask for scorecards that link departmental indicators to strategy, not long lists of activity counts. Customers and regulators also publish comparisons, so a unit that does not know where it stands against peers is often the last to find out. Measurement that is well designed points managers to the few processes worth fixing; poor measurement rewards the wrong behaviour and hides decline. The course draws on Kaplan and Norton's Balanced Scorecard BSC, the Plan-Do-Check-Act PDCA cycle and Robert Camp's structured benchmarking process.

Who Gains Most from Performance Measurement, Improvement and Benchmarking

- Department managers who report unit results to senior leadership
- Performance analysts who build indicators, dashboards and monthly reports
- Improvement leads who run process projects and track their effect
- Strategy and planning officers who cascade targets to units
- Quality coordinators who compare service levels with other providers

A strategy or performance office gains most when its analysts attend with the department managers who will own the indicators.

Performance Measurement, Improvement and Benchmarking Capabilities

Participants practise the chain from a strategic goal to an indicator, a comparison and an improvement decision.

- Design KPIs with clear definitions, formulas and targets — owners who must act on them
- Build a departmental scorecard across four perspectives — leadership reviewing strategy
- Analyse trends and variation in performance data — managers deciding whether to intervene
- Specify a benchmarking study with comparable partners — sponsors setting realistic targets

- Apply PDCA cycles to close performance gaps — process owners and front-line teams
- Communicate results in short, honest performance reviews — boards and oversight bodies

Key Performance Measurement, Improvement and Benchmarking Terms

- Key performance indicator — a defined measure showing progress towards an objective that matters to the organisation.
- Leading indicator — a measure that signals future results early enough for managers to act.
- Balanced Scorecard — a framework that groups indicators under financial, customer, internal process and learning perspectives.
- Benchmarking — systematically comparing processes and results with peers to find better practices worth adopting.
- Performance gap — the difference between current results and a target or benchmark partner's level.
- PDCA cycle — a repeating improvement loop of plan, do, check and act.

Performance Measurement, Improvement and Benchmarking Day by Day

Day 1: Measurement in Context

- Strategy-to-Measure Map — Linking Objectives to Departmental Results
- Balanced Scorecard Perspectives — Financial, Customer, Process and Learning
- Measurement Pitfalls — Vanity Metrics, Gaming and Overload
- Stakeholder Information Needs — What Boards, Managers and Teams Use
- Current Indicator Audit — Keeping, Fixing or Dropping Existing Measures

Day 2: Designing KPIs and Scorecards

- KPI Definition Template — Formula, Source, Frequency and Owner
- Leading and Lagging Indicators — Balancing Early Warning and Outcome
- Target Setting Methods — Baselines, Stretch and Benchmark-Based Targets
- Departmental Scorecard Build — Selecting a Focused Set of Measures
- Data Quality Checks — Accuracy, Timeliness and Consistency of Sources

Day 3: Analysing Performance Data

- Trend and Variance Analysis — Separating Signal From Noise
- Run Charts — Spotting Shifts and Patterns Over Time
- Pareto Analysis — Finding the Few Causes Behind Most Problems
- Dashboard Layout Principles — Clear Visuals for Monthly Reviews
- Performance Review Meetings — Questions That Lead to Decisions

Day 4: Benchmarking and Continuous Improvement

- Benchmarking Types — Internal, Competitive, Functional and Generic
- Camp's Benchmarking Process — Planning, Analysis, Integration and Action
- Partner Selection and Data Exchange — Comparability and Confidentiality
- Gap Analysis — Quantifying Distance From Benchmark Partners
- PDCA Improvement Cycle — Testing Changes and Holding the Gains

Day 5: Practising the Improvement Action Plan

- Scorecard Critique — Applying KPI Definitions to a Live Department
- Data Interpretation Exercise — Reading Run Charts and Pareto Results
- Benchmarking Case — Comparing Two Service Units on Cost and Speed
- Improvement Prioritisation Matrix — Ranking Gaps by Impact and Effort
- Benchmarking and Improvement Action Plan — Owners, Measures and Milestones

Applying Performance Measurement, Improvement and Benchmarking After the Course

- Audit the department's current indicators with the KPI definition template and retire those nobody acts on.
- Agree one internal or external benchmarking partner and run a first PDCA cycle on the largest performance gap.

Performance Measurement, Improvement and Benchmarking Questions FAQ

What is performance measurement, improvement and benchmarking, and why does it matter now?

It is the practice of defining useful indicators, comparing results with peers and acting on the gaps. It matters now because boards and customers compare organisations openly and expect evidence of steady improvement.

Which roles gain most from performance measurement, improvement and benchmarking?

Department managers, performance analysts, improvement leads and planning officers gain most. You benefit if you report results upwards or are asked to raise them.

How does performance measurement, improvement and benchmarking training differ from sector-specific improvement courses?

It applies across service, utility, logistics and public settings rather than one sector. Sector-specific courses go deeper into clinical, industrial or financial measures unique to that field.

What do you bring back from performance measurement, improvement and benchmarking training?

You bring back a reviewed scorecard for your department, KPI definition sheets and an action plan with owners and milestones for closing one gap.

Performance Measurement, Improvement and Benchmarking: The Way Forward

The benchmarking and improvement action plan sets the first decision: which performance gap the department closes first. Department managers own it, while analysts update the measures behind it each month. After the first improvement cycle, revisit the benchmark partners, because a gap that closes quickly may show the original comparison was set too low.