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COURSE BROCHURE

Management by Objectives Training Course for Senior Managers and Team Leaders

8 – 12 August 2027
Online

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Registered in the United Kingdom and Saudi Arabia

Management by Objectives Training Course for Senior Managers and Team Leaders

Ref: 2213_81894 **Date:** 8 – 12 August 2027 **Location:** Online **Fees:** 1900 GBP

Management by Objectives is a 1-week training course for senior managers and team leaders who set, negotiate and track objectives across management layers, and who leave with an Objectives Alignment and Gap Closure Matrix. Organisations now revise strategy more often, so objectives agreed at the top must reach front-line teams quickly and stay consistent as priorities shift. Jupiter Prime Training offers this Management by Objectives course.

Why Management by Objectives Matters Now

Two groups shape this subject today: executives who expect strategy to show up in measurable unit targets, and employees who want to know how their own objectives link to that strategy. Faster planning cycles add a third pressure, because objectives set once a year go stale within months. An organisation that cascades objectives well sees fewer conflicting targets between departments and fairer appraisal decisions; one that does it badly rewards the wrong results. The course rests on Management by Objectives MBO, the Balanced Scorecard BSC, SMART objective criteria and the Hoshin Kanri catchball method of negotiating targets between levels.

Who Gains Most from Management by Objectives

- Senior managers who translate strategic priorities into departmental objectives
- Team leaders who negotiate unit targets with the level above
- Managers who run mid-year and year-end objective appraisals
- Leaders who own performance metrics and scorecards for a function
- Managers who resolve conflicting objectives between neighbouring departments

A senior manager attending with the team leaders who report to them gains most, because both levels can negotiate one set of linked objectives during the course.

Management by Objectives Capabilities

Participants practise each stage of the objectives cycle, from negotiation at the top to appraisal at the front line.

- Align departmental objectives with strategic priorities using a scorecard — the executive sponsor of each priority
- Specify objectives that meet SMART criteria with a clear metric — the employee who owns each one
- Weigh objectives by contribution and effort — the senior manager allocating resources between units
- Test vertical and horizontal consistency of cascaded targets — department heads sharing interdependent results
- Calculate performance gaps against baseline and target values — the leader choosing corrective action
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Communicate appraisal outcomes in objective-based performance conversations — staff and their reviewing manager

Key Management by Objectives Terms

- Objective cascade — the process of breaking organisational objectives into linked objectives for each division, unit and individual.
- Catchball — a back-and-forth negotiation in which each level proposes, questions and refines targets with the level above.
- SMART criteria — a test that an objective is specific, measurable, achievable, relevant and time-bound.
- Line of sight — the visible link between an individual objective and the strategic priority it supports.
- Objective weighting — the share of overall appraisal importance given to each objective in a set.
- Performance gap — the difference between the target value of an objective and the result actually achieved.

Management by Objectives Day by Day

Day 1: Strategy and the Objectives Cycle

- Management by Objectives Cycle — Where Setting, Tracking and Appraisal Connect
- Strategic Priority Mapping — Which Corporate Aims Each Unit Must Serve
- Balanced Scorecard Perspectives — Financial, Customer, Process and Learning Objectives
- Planning Cycle Diagnosis — How Often Objectives Need Formal Revision
- Objective Ownership Audit — Gaps Between Senior and Front-Line Targets

Day 2: Cascading Objectives Across Layers

- Objective Cascade Tree — Linking Division, Unit and Individual Targets
- Hoshin Kanri Catchball — Negotiating Targets Between Senior Managers and Team Leaders
- Vertical Consistency Check — Whether Lower Targets Add Up to Higher Ones
- Horizontal Dependency Matrix — Shared Objectives Between Neighbouring Departments
- Line of Sight Statements — Showing Staff Why Their Objectives Count

Day 3: Writing and Weighting Objectives

- SMART Objective Drafting — Turning Broad Aims into Testable Statements
- Metric Selection and Baselines — Choosing Measures Each Objective Is Judged By
- Objective Weighting Methods — Balancing Stretch Targets Against Routine Duties
- Behavioural and Results Objectives — When Each Type Suits a Role
- Objective Agreement Forms — Recording Targets, Weights and Review Points

Day 4: Appraisal and Closing Gaps

- Mid-Year Objective Appraisal — Adjusting Targets After Strategic Change
- Performance Gap Calculation — Comparing Results Against Baseline and Target
- Root Cause Questioning — Separating Capability, Resource and Priority Gaps
- Objective-Based Performance Conversations — Discussing Ratings With Evidence
- Rating Moderation Panels — Keeping Appraisal Scores Consistent Across Units

Day 5: Practising the Objectives Alignment and Gap Closure Matrix

- Utility Company Cascade Case — Building Linked Targets for Three Levels
- Retail Chain Catchball Role Play — Negotiating Conflicting Store Targets
- Gap Diagnosis Exercise — Applying Root Cause Questioning to Missed Objectives
- Appraisal Conversation Rehearsal — Delivering Ratings With Peer Observation
- Objectives Alignment and Gap Closure Matrix — Finalising Targets, Weights and Actions

Applying Management by Objectives After the Course

- Run a catchball session with direct reports to test whether next-quarter unit objectives add up to the departmental scorecard.
- Recalculate performance gaps on current objectives and agree one corrective action for each gap at the next appraisal meeting.

Management by Objectives Questions FAQ

What is management by objectives, and why does it matter now?

Management by objectives is a method in which managers and staff agree measurable objectives linked to strategy, then appraise against them. It matters now because strategy changes faster and objectives must be recascaded and renegotiated more often.

Which roles gain most from management by objectives training?

Senior managers and team leaders gain most, especially those who translate strategy into unit targets, negotiate objectives with another level and run objective-based appraisals.

How does management by objectives differ from a performance management system design course?

It focuses on setting, cascading and appraising objectives between two management levels. A system design course concentrates on building appraisal policies, rating scales and HR processes for the whole organisation.

What do you bring back from management by objectives training?

You bring back a matrix linking your unit objectives to strategic priorities, with weights, metrics, current gaps and agreed corrective actions, plus practised scripts for catchball and appraisal conversations.

Management by Objectives: The Way Forward

The Objectives Alignment and Gap Closure Matrix first informs which unit targets to renegotiate before the next planning cycle. Senior managers use it to check consistency across departments, and team leaders use it in appraisal conversations. After its first use, revisit the objective weightings, since early weights often overvalue easily measured targets.