

HRODC Postgraduate Training Institute

A Postgraduate-Only Institution

123

**Key Success Factors (KSFs) and Key Performance Indicators:
Strategic Operational Survival Imperatives**

Course or Seminar

Leading To:

DIPLOMA – POSTGRADUATE IN

Key Success Factors and
Key Performance Indicators (Double Credit)

Accumulating to

POSTGRADUATE DIPLOMA

Progressing To A Masters Degree –

MBA – MSc - MA

Course Coordinator:

Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

Prof. Crawford was an Academic at:

- University of London (UK);

- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

Duration:10 Days (2 Weeks)

Cost:

- **£10,000.00Per Delegate**

Please Note:

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate –in **Key Success Factors and Key Performance Indicators (Double Credit)**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

HRODC Postgraduate Training Institute’s Complimentary Products include:

1. HRODC Postgraduate Training Institute’s **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute’s **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute’s **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute’s **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute’s **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute’s**Metal Pen**;
7. HRODC Postgraduate Training Institute’s **Polo Shirt**.

Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.

Daily Schedule:9:30 to 4:30 pm.

Location: Central London and International Locations

**Key Success Factors (KSFs) and Key Performance Indicators (KPIs):
Strategic Operational Survival Imperatives
Leading to Diploma-Postgraduate in Key Success Factors and Key
Performance Indicators (Double Credit)**

Course Objectives

By the conclusion of the specified learning and development activities, delegates will be able to:

- Appreciate the importance of the different success factors in the operation of the organization;
- Understand the underlying concepts of Key Success Factors (KSF);
- Identify the different KSF of their respective organisation/business;
- Find out what drives the business to success in the industry in which it is engaged;
- Determine how the KSF can help the organization achieve its goals and missions;
- Ensure that the KSF are correctly identified and pursued;
- Exhibit their ability to determine which among the KSFs will work effectively for their organization/business;
- Formulate strategies to optimize the organisation's/business's performance;
- Learn the fundamentals of strategic planning;
- Devise an effective strategic plan;
- Identity the different core values;
- Indicate the relationship between the key success factors being employed and the existing core values in the organisation;
- Create a challenging mission for the organisation;
- Set a few key goals;
- Develop a strategy for each new goal;
- Know the importance of abundant communication;
- Propose ideas on how to improve the communication process of the organisation;
- Establish the importance of learning;
- Suggest ways on how to adapt to changing environment more efficiently;
- Establish the interrelationship among the different key success factors;

Course Contents, Concepts and Issues

KEY SUCCESS FACTORS

Part 1: Introducing Organisational Success Factors

- Defining Success Factors;
- The Most Important Success Factor That Works;
- Definition of Success Factors;

Part 2: Strategy as a Fundamental Success Factor

- Concentrating Your Resources – An Ancient Concept;
- Strategy vs. Strategic Planning;
- The Fundamentals of Strategic Planning;

Part 3: The People as the Organisation

- Introducing General Systems Theory;
- Open System and Close Systems;
- System Chaos;

Part 4: Effective Marketing towards Competitive Advantage

- Core Concept of Marketing;
- Criticism of the Marketing Concept;
- Marketing Philosophy;
- Marketing Planning;
- Marketing Strategy;
- Customer Orientation;
- Organisational Orientation;
- Meeting Customer Needs While Meeting Organisational Goals;
- Inbound Marketing:
 - Market Research;
 - Competitive Analysis;
 - Pricing;
 - Positioning;
 - Naming and Branding.
- Outbound Marketing:

- Advertising and promotion;
 - Public and Media Relations;
 - Sales Customer Service;
 - Customer Satisfaction;
 - Social Networking.
- Online Marketing:
 - Telemarketing;
 - E-mail Marketing;
 - Social Networking;
 - Online Reputation Management.
 - Marketing Public Sector Organisations
 - Marketing Non-Governmental Charitable Organisations (NGOs)

Part 5: Managing Non-Human Resource: A Key Success Factor

- Operationalising Key Success Factors;
- Financial Health as a key Success Factor;
- Managing Facilities and Resources: Enhancing Key Success Factors;
- Integrating Key Success Factors for Total System Effectiveness.

KEY PERFORMANCE INDICATOR

Part 6: Introduction to Key Performance Indicator

- Key Result Indicators;
- Performance and Result Indicators;
- Key Performance Indicators (KPI);
- Examples of Key Performance Indicators (KPI);
- Categorization of Key Performance Indicators (KPI);
- Identifying Indicators of Organisation;
- Key Components of Key Performance Indicators (KPI):
 - Starting with what you need to measure and monitor;
 - Establishing current performance benchmark and target levels;
 - Adding KPI project control elements.
- Characteristics of a Good Key Performance Indicators (KPI);
- How to Implement Key Performance Indicators (KPI);

- Benefits of Key Performance Indicators (KPI);
- Management Models That Have a Profound Impact on Key Performance Indicators (KPIs);
- Definitions.

Part 7: Key Performance Indicators (KPI) and Other Related Management Tools

- Key Performance Indicators (KPI) and Balanced Scorecard;
- Key Performance Indicators (KPI) and Benchmark;
- Key Performance Indicators (KPI) and Business Intelligence;
- Key Performance Indicators (KPI) and Business Performance Management;
- Key Performance Indicators (KPI) and Business Performance Measurement;
- Key Performance Indicators (KPI) and Management Information System (Dashboard);
- Key Performance Indicators (KPI) and Overall Equipment Effectiveness;
- Key Performance Indicators (KPI) and Gap Analysis;
- Key Performance Indicators (KPI) and Key Risk Indicator (KRI).

Part 8: Foundations Stones for Implementing Key Performance Indicators

- Four Foundation Stones Guiding the Development and Use of KPIs;
- Defining Vision, Mission and Strategy.

Part 9: Developing and Using KPIs: A 12-Step Model

- STEP 1: Senior Management Team Commitment;
- STEP 2: Establishing a Winning KPI Project Team;
- STEP 3: Establishing a “Just Do It” Culture and Process;
- STEP 4: Setting Up a Holistic KPI Development Strategy;
- STEP 5: Marketing the KPI System to all Employees;
- STEP 6: Identifying Organization-Wide Critical Success Factors;
- STEP 7: Recording Performance Measures in a Database;
- STEP 8: Selecting Team-Level performance Measures;
- STEP9: Selecting Organisational Winning KPIs;
- STEP 10: Developing the Reporting Framework at All Levels;

- STEP 11: Facilitating the Use of Winning KPIs;
- STEP 12: Refining KPIs to Maintain Their Relevance.

Part 10: Key Performance Indicator (KPI) and Critical Success Factors (CSF)

- Overview – Critical Success Factors;
- Types of CFS;
- 5 Key Sources of CFS;
- KPI vs. CSF;
- CSF Method;
- Using CFS for Strategic and Business Planning;
- Examples of CFS.

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The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute