

# EFFECTIVE KPI DESIGN & IMPLEMENTATION



## EXCLUSIVE GIFT

Own the complete set of global standard KPI frameworks

HCM : 16-17/03/2026

HN : 26-27/03/2026

## Is your organization facing these challenges?



No standardized methodology to establish KPIs across departments and employee levels.



Strategy-disconnected KPIs that become "ceremonial" metrics failing to drive actual performance.



Absence of systematic cascading from organizational goals → departmental targets → individual objectives.



Insufficient transparency in tracking and evaluation, causing friction between management and staff.



## OBJECTIVE

- Build a KPI system aligned with organizational strategy.
- Standardize a transparent and measurable KPI process.
- Master the methodology for continuous KPI management and improvement cycles.
- Develop the "KPI-driven management" mindset and apply it to talent development.



## TARGET



Middle Manager



Department/division heads are responsible for developing and managing KPIs.



HR, L&D, HRBP Staff

## 2-DAY TRAINING

From strategic goal-setting to sustainable performance for your organization

### Part 1: Foundational mindset & core KPI principles

1.1. Competency-based performance approach according to CIPD (Chartered Institute of Personnel and Development)

1.2. Modern performance management approach according to CIPD

- Balancing Result (KPI) with Behavior (Competency)
- The 4C Model: Clarity, Capability, Connection, Contribution

1.3. KPI Fundamentals and the Vietnamese context

- Key concepts: distinguishing between KPI – KRA – Target – OKR
- 8 common pitfalls in KPI development of organizations in Vietnam
- SMART/SMARTER principles and evidence-based approach

### Part 2: The process of building KPI aligned with organizational strategy

2.1. The Balanced Scorecard (BSC) strategic framework

- BSC fundamentals and common pitfalls of organizations in Vietnam
- Developing Strategy Maps based on CIPD methodology

2.2. Four-Level KPI Cascading

- The 4-level KPI cascading model: Company -> Function -> Team -> Individual
- Setting KPI targets & Weighting factors for each department
- Selecting the right indicators: Lead KPIs & Lag KPIs

2.3. Standardized KPI templates for departments

- Sample KPI sets for Manufacturing, Services, Banking, and Finance sectors
- KPI evaluation criteria
- KPI evaluation checklist

### Part 3 : KPI implementation & Performance appraisal

3.1. Performance Coaching and Feedback Skills

- Coaching skills using the GROW model
- Feedback skills and implementation of performance conversation

3.2. Performance appraisal based on the CIPD dual model

- KPI (Result) evaluation: Handling hard-to-measure metrics or missing data
- Behavior (Competency) evaluation
- Common pitfalls in performance appraisal

3.3. Performance tracking system with visual dashboards

- Developing simple and intuitive performance tracking dashboards
- Frequency and execution of performance review meetings

### Part 4: Practical case study analysis

Part 5: Performance contract and Performance Improvement Plan (PIP)

- Contents and implementation of Performance Contracts
- When to use a PIP and how to execute it effectively
- Supporting tools (IDP and learning activities)

### Part 6: 1-month Action Plan

~ Building or refining KPIs for your organization's situation

※ The above content is subjected to change without any prior notices



#### Head office in HCMC:

Address: T floor, Nam Giao Bldg. 1, 261-263 Phan Xich Long, Cau Kieu Ward, HCMC  
Tel : +84 (0)28 3995 8290

#### Representative office in Hanoi:

Address: 12A Floor, Sao Mai Building, No.19 Le Van Luong, Thanh Xuan Ward, Hanoi  
Tel : +84 (0)24 6685 0388  
Mail: training-vn@aimnext.com

In charge: Ms. Loan Anh (English, Vietnamese)  
Mr. Nagayoshi Tasuku (Japanese)



## TRAINING TIME & VENUE

Ho Chi Minh 16-17/3/2026 (Mon – Tue)  
Time: 8:30 ~ 16:30  
Venue: T Floor, Nam Giao 1 Building,  
261-263 Phan Xich Long, Cau Kieu Ward

Ha Noi 26-27/3/2026 (Thu – Fri)  
Time: 8:30 ~ 16:30  
Venue: 14F, Hapro Tower,  
11B Cat Linh, O Cho Dua Ward



## TRAINER

Ms. P. T. HIEN

- Master's degree in Human Resource Management and currently a PhD Candidate at the University of Cambridge, UK.
- Former HR Director at leading multinational corporations, including Unilever Vietnam, PepsiCo Vietnam, Masan Group, TH Group,...
- A CIPD level 7 & Chartered Fellow with over 21 years of experience in Human Resource Management, HR System Management, Organizational Design & Development, Corporate Culture Development, and Executive Coaching,....



## COURSE INFORMATION

[Language] Vietnamese  
[Fee] 5,400,000 VND/person  
(Lunch for 2 days incl., VAT excl.)  
**With 2 – 4 participants, fee is discounted 5%;**  
**With 5 or more participants, discounted 10%.**  
(Applied separately for training in HCM and in HN)  
[Method] We applied offline training  
[Participants] HCM: 28 people – Ha Noi: 30 people  
(First-come, first-served basic)  
[Registration] Fill in the attached "Application form" and send to AIMNEXT via Email (training-vn@aimnext.com)