



Mastering KPIs: Define, Measure & Drive Business Performance with a Focus on Production & OEE

Presented by: **Dr. Tarek Madkour**



Who is Tarek Madkour

I hold both a **Master's and Bachelor's degree** from the **Arab Academy for Science, Technology and Maritime Transport**, specializing in **Business Administration** and **Logistics of International Trade**.

With over **10 years of diversified experience**, I've worked in academia, EU-funded projects, performance consulting, and operations management. I've served as:

Teaching Assistant for strategic and international trade-related subjects.

KPIs Consultant guiding organizations in aligning strategic objectives with measurable KPIs.

Program Coordinator in EU-funded projects like MAIA-TAQA and TECHLOG.

I specialize in **KPI development and performance management**. As a certified KPI expert (C-KPI), I help CEOs, HRBPs, and organizations implement strategic performance frameworks that deliver measurable results. My work bridges strategy with execution using smart KPIs and data-driven insights.



Module 1: Introduction to KPIs

- What Are KPIs? (simple definition & examples)
- The Role of KPIs in Business Strategy (connecting daily work to long-term goals)
- KPI vs Metrics vs KRs vs KRAs (clear differences with illustrations)
- Why Most KPIs Fail (common pitfalls and how to avoid them)

Learning Outcome: Understand the basics of KPIs and why they matter.



Module 2: Aligning KPIs with Business Objectives

- What Are KPIs? (simple definition & examples)
- The Role of KPIs in Business Strategy (connecting daily work to long-term goals)
- KPI vs Metrics vs KRs vs KRAs (clear differences with illustrations)
- Why Most KPIs Fail (common pitfalls and how to avoid them)

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Module 3: Defining Effective KPIs

- SMART Criteria for KPIs (Specific, Measurable, Achievable, Relevant, Time-bound)
- KPI Review Meeting Checklist (what to ask and track)
- Leading vs Lagging Indicators (predictive vs results-focused)
- Qualitative vs Quantitative KPIs (numbers vs perceptions)
- Good & Bad KPI Examples (real-world case studies)

Learning Outcome: Learn how to design KPIs that are clear, realistic, and actionable.



Module 4: Data Collection & Tools

- Setting Up KPI Tracking Systems (manual vs automated)
- Data Sources: Internal (ERP, MES, CRM) vs External (benchmarks, industry data)
- Tools & Dashboards: Excel, Google Data Studio, Power BI, Tableau

Learning Outcome: Gain the skills to collect and visualize KPI data effectively.



Module 5: Analyzing & Interpreting KPIs

- Reading KPI Trends (up, down, stable — what do they mean?)
- Benchmarking & Industry Standards (comparing to best practices)

Learning Outcome: Turn KPI data into meaningful insights for decision-making.



Module 6: KPIs in the Production Industry (TPM & OEE)

- Overview of Production KPIs (productivity, cost, quality, safety)
- Introduction to TPM (Total Productive Maintenance and its 8 pillars)
- Understanding OEE (Availability, Performance, Quality formula)
- Key Metrics: MTTR, MTBF, Downtime, Scrap Rate
- How KPIs Drive Lean Manufacturing & Continuous Improvement

Learning Outcome: Apply KPI concepts to real production challenges and measure OEE effectively.



Module 7: Driving Action Through KPIs

- Using KPIs for Performance Management (individual & team level)
- KPIs in Strategic Decision-Making (using numbers to set direction)
- Setting Up KPI Review Rhythms (weekly, monthly, quarterly reviews, daily huddles in production)

Learning Outcome: Learn how to use KPIs not just for reporting, but for action and improvement.