LEADERSHIP & MANAGEMENT · SHORT COURSE

Target Setting and Performance Measurement for Public and Private Sector Institutions

This comprehensive short course is designed to equip professionals from both public and private sector institutions with the essential skills and frameworks for effective target setting and performance measurement.

DATES	15–19 Feb 2027	DURATION	5-day course
COURSE FEE	TZS 1,200,000 · per participant	VAT	Fee excludes VAT
VENUE	Arusha, Tanzania	DAILY HOURS	8:30 AM – 4:30 PM
FEE INCLUDES	Course materials, lunch and refreshments	CERTIFICATE	Certificate of attendance
TRAINER	Elly International training team	APPLICATIONS	Open for applications

Overview

This comprehensive short course is designed to equip professionals from both public and private sector institutions with the essential skills and frameworks for effective target setting and performance measurement. The program focuses on developing the participants' ability to align organizational goals with measurable targets, design robust performance management systems, and utilize data-driven insights to drive continuous improvement and accountability.

Rationale

In today's fast-paced and increasingly competitive environment, both public and private sector organizations face growing pressure to demonstrate measurable results and tangible value. Effective target setting and performance measurement are crucial for these institutions to ensure strategic alignment, optimize resource allocation, and enhance overall organizational effectiveness. This course addresses the evolving needs of professionals in the public and private sectors by providing them with the necessary tools, techniques, and best practices to strengthen their target setting and performance management capabilities.

Objectives

By the end of this course, participants will be able to:

1. Understand the importance of target setting and performance measurement in the context of public and private sector institutions.
2. Develop a comprehensive understanding of various target-setting methodologies and their applications.
3. Design and implement effective performance management frameworks that align with organizational goals and stakeholder expectations.
4. Identify and select appropriate performance indicators (KPIs, KRIs, and KOIs) to measure and track progress.
5. Collect, analyze, and interpret performance data to generate actionable insights.
6. Effectively communicate performance information to internal and external stakeholders.
7. Implement strategies for driving continuous improvement and fostering a performance-oriented culture.
8. Address challenges and ethical considerations in target setting and performance measurement.

9. Develop the skills to use performance data to inform strategic decision-making and resource allocation.

10. Explore emerging trends and best practices in target setting and performance measurement applicable to both public and private sectors.

Course content

1. Introduction to Target Setting and Performance Measurement

- Defining targets, performance measurement, and their importance
- Understanding the differences and similarities between public and private sector institutions
- Aligning target setting and performance measurement with organizational strategy

2. Target Setting Methodologies

- Goal-setting theory and the SMART framework
- Balanced Scorecard and its application
- Key Performance Indicators (KPIs), Key Risk Indicators (KRIs), and Key Outcome Indicators (KOIs)
- Benchmarking and setting stretch targets

3. Performance Management Frameworks

- Designing comprehensive performance management systems
- Linking individual, team, and organizational performance
- Integrating performance management with other HR processes (e.g., compensation, talent development)

4. Data Collection and Analysis

- Identifying data sources and designing effective data collection methods
- Analyzing performance data using statistical techniques and data visualization tools
- Interpreting performance data to generate actionable insights

5. Performance Reporting and Communication

- Developing effective performance reports and dashboards
- Communicating performance information to internal and external stakeholders
- Fostering a transparent and accountable performance culture

6. Continuous Improvement and Change Management

- Implementing strategies for driving continuous improvement
- Addressing resistance to performance management initiatives
- Aligning organizational culture and behavior with performance objectives

7. Ethical Considerations and Challenges

- Ensuring fairness, transparency, and objectivity in target setting and performance measurement
- Managing ethical dilemmas and conflicts of interest
- Addressing the potential for gaming or manipulation of performance metrics

8. Emerging Trends and Future Considerations

- Exploring the impact of advanced analytics, artificial intelligence, and automation on performance measurement
- Adapting target setting and performance measurement to the evolving needs of public and private sector institutions
- Developing a future-ready performance management mindset

Who should attend

This Target Setting and Performance Measurement for Public and Private Sector Institutions course is designed for:

- Senior Managers and Directors
- Performance Management Professionals
- Human Resources Managers
- Strategic Planning and Business Development Managers
- Public Sector Administrators and Policymakers

- Nonprofit and Charitable Organization Managers
- Consultants and Advisors specializing in organizational performance

How to apply

Apply online at ellyinternational.co.tz. Your place is confirmed only after we review your application and contact you, within 1 working day.

Apply for this course | Ask on WhatsApp | Email us

+255 757 066 880 · training@ellyinternational.co.tz · Boma Road, Arusha, Tanzania · P.O. Box 13424
Details correct as of 28 November 2026.