KPIs10

KPIs, Metrics & Better Decisions

college@sela.co.il 03-6176666

KPIs, Metrics & Better Decisions

KPIs10 - Version: 1

1 days Course

Description:

How to Make Better Decisions Without Drowning in Data.
Organizations today measure more than ever yet struggle to make clearer decisions.
This workshop goes beyond basic KPI definitions and dashboards, and focuses on how to choose the right metrics, interpret them correctly, and use them to actually drive decisions and priorities.
You will learn how to distinguish between useful signals and misleading numbers, connect metrics to real business and product outcomes, and avoid common data traps that lead to false confidence or analysis paralysis.
The workshop is highly practical and includes hands-on exercises and a mini-project in which you will design a KPI framework for a real-world scenario.
By the end of the day, you will leave with ready-to-use tools, templates, and a clear decision-making mindset.

Intended audience:

This workshop is designed for professionals involved in decision-making, planning, and prioritization, including:

- Product Managers and Project Managers
- Business and Data Analysts
- Team Leads and Department Managers
- Operations, Strategy, and Innovation roles
- Professionals who work with dashboards, reports, or KPIs, but feel the data is not driving better decisions

Prerequisites:

Objectives:

Topics:

From Data to Decisions

- • Why “having data” does not equal “making good decisions”
- • Data vs. information vs. insight
- • Common decision-making traps in data-rich environments

Metrics, KPIs, and Everything in Between

- • Leading vs. lagging indicators
- • Output, outcome, and impact metrics
- • Vanity metrics vs. actionable metrics
- • NSM, OKRs vs KPIs

Defining KPIs That Actually Matter

- • Connecting KPIs to goals and strategy
- • Choosing KPIs for products, projects, and processes
- • How many KPIs are too many
- • Setting targets, thresholds, and context

Data-Driven Prioritization

- • Using metrics to compare options and trade-offs
- • KPIs as a prioritization tool, not just a reporting tool
- • Making decisions under uncertainty with imperfect data

Interpreting Metrics Correctly

- • Reading trends vs. snapshots
- • Correlation vs. causation
- • Understanding anomalies and noise
- • Asking the right questions of the data