

Course No. 1405

Management by Objectives (MBO) Training Course

**PERFORMANCE MANAGEMENT
BUSINESS, MANAGEMENT & LEADERSHIP**

DURATION

5 Days

LOCATION

Marrakesh, Morocco

DELIVERY

Classroom

DATES

5 – 9 Oct 2026



Scheduled Event Details

CITY	Marrakesh, Morocco
DATE	5 – 9 Oct 2026
DELIVERY TYPE	Classroom
COURSE FEE	€4,300

Course Overview

verview:

The Management by Objectives (MBO) Training Course provides a structured and practical approach to aligning individual, team, departmental, and organizational objectives with strategic priorities. Management by Objectives is a performance management methodology that emphasizes clear goal setting, shared accountability, measurable outcomes, continuous review, and effective managerial follow-up. The course enables managers and professionals to use MBO as a practical management system for improving focus, accountability, performance, and organizational alignment.

Effective objective setting requires more than assigning targets. Organizations need clear priorities, measurable outcomes, defined responsibilities, realistic timelines, appropriate performance indicators, and regular performance discussions. This course develops the practical skills required to translate strategic objectives into meaningful departmental and individual goals while ensuring that employees understand how their responsibilities contribute to broader organizational results.

The program addresses the complete Management by Objectives cycle, including strategic alignment, objective formulation, key performance indicators, target setting, action planning, performance monitoring, feedback, review, and corrective action. Participants will also examine common challenges such as unclear objectives, conflicting priorities, poorly defined measures, unrealistic targets, weak follow-up, and misalignment between individual performance and organizational strategy.

MBO is particularly valuable in government entities, ministries, public sector organizations, banks, financial institutions, oil and gas organizations, and large corporations where multiple departments and management levels must work toward common strategic priorities. A well-designed MBO

framework can improve organizational clarity, strengthen managerial accountability, support performance discussions, and provide a practical basis for evaluating progress and identifying improvement opportunities.

Through practical exercises, case studies, goal-setting workshops, performance scenarios, and workplace applications, participants will learn how to develop effective objectives and translate them into actionable performance plans. The course emphasizes practical management application, continuous communication, measurable results, and effective leadership practices that support sustainable organizational performance.

Objectives

- Analyze the principles, structure, and management applications of Management by Objectives throughout the course.
- Develop organizational and departmental objectives that are clearly aligned with strategic priorities.
- Evaluate proposed objectives using relevance, measurability, feasibility, timing, and organizational impact criteria.
- Apply structured goal-setting techniques to translate strategic priorities into team and individual objectives.
- Design measurable performance indicators and targets that support objective-based management.
- Improve the alignment between employee responsibilities, departmental goals, and organizational objectives.
- Strengthen managerial skills in communicating objectives, expectations, priorities, and performance standards.
- Implement practical monitoring and review mechanisms to track progress against agreed objectives.
- Assess performance results objectively and identify variances, barriers, and opportunities for improvement.
- Align performance discussions, feedback, and corrective actions with agreed objectives and measurable results.
- Develop action plans that address performance gaps and support achievement of established objectives.

- Build an integrated MBO framework that supports accountability, continuous improvement, and strategic execution.

Who Should Attend

This course is designed for executives, senior managers, department heads, supervisors, team leaders, and professionals responsible for translating organizational strategy into measurable objectives and performance expectations. It is particularly relevant to managers who are accountable for team performance, target achievement, resource allocation, operational results, and employee development.

The program is also suitable for human resources managers, performance management specialists, organizational development professionals, strategic planning teams, business performance specialists, learning and development professionals, and HR business partners who support objective setting, performance measurement, and organizational effectiveness. Professionals involved in designing performance management systems and management dashboards will also benefit from the program.

The course is highly relevant to leaders and decision makers in government entities, ministries, public sector organizations, banks, financial institutions, oil and gas organizations, and large corporations seeking to improve strategic alignment, strengthen managerial accountability, establish measurable performance expectations, and create a more consistent approach to organizational and employee performance management.

Learning Outcomes

- Explain the principles and practical applications of Management by Objectives in modern organizations.
- Translate strategic priorities into clear, measurable, and actionable departmental objectives.
- Develop individual objectives that are directly connected to team and organizational goals.
- Define appropriate performance indicators and targets for objective-based performance management.
- Assess the quality of objectives and identify unclear, unrealistic, or poorly aligned targets.
- Establish clear responsibilities, timelines, resources, and expected outcomes for agreed objectives.

- Conduct effective objective-setting discussions that create understanding and managerial ownership.
- Monitor progress against objectives using structured performance review and follow-up methods.
- Identify performance gaps, obstacles, and changing priorities that may affect objective achievement.
- Provide focused feedback and corrective guidance based on measurable performance results.
- Develop practical action plans to address performance gaps and improve achievement levels.
- Build an MBO-based performance framework that supports strategic execution and continuous improvement.

Course Outline

DAY 01

Foundations of Management by Objectives

- Concept, principles, and purpose of Management by Objectives
- Evolution of objective-based management and its role in modern organizations
- Relationship between strategy, objectives, performance, and accountability
- Characteristics of effective organizational and managerial objectives
- Roles of executives, managers, supervisors, and employees in MBO
- Advantages, limitations, and common implementation challenges
- Linking organizational priorities with measurable performance expectations

PRACTICAL APPLICATION

Reviewing an existing management objective framework and identifying improvement opportunities

DAY 02

Strategic Alignment and Objective Setting

- Translating strategic priorities into departmental objectives
- Cascading organizational objectives across management levels
- Developing team and individual objectives

DAY 02 — CONTINUED

- Writing clear, specific, measurable, and time-bound objectives
- Establishing performance indicators and target levels
- Balancing quantitative results with qualitative expectations
- Setting realistic objectives while maintaining appropriate performance ambition

PRACTICAL APPLICATION

Developing a complete set of organizational, departmental, and individual objectives

DAY 03

Performance Planning, Monitoring and Accountability

- Building action plans around agreed objectives
- Assigning responsibilities, resources, milestones, and deadlines
- Establishing performance monitoring mechanisms
- Tracking progress and identifying early signs of performance gaps
- Managing changing priorities and objective adjustments
- Using performance information to support managerial decision-making
- Strengthening employee ownership and accountability for results

PRACTICAL APPLICATION

Creating a performance monitoring plan for a selected team or department

DAY 04

Performance Review, Feedback and Corrective Action

- Conducting objective-based performance reviews
- Comparing actual results with agreed objectives and targets
- Analyzing variances, barriers, and root causes
- Providing evidence-based performance feedback
- Managing difficult performance discussions and conflicting expectations
- Developing corrective actions and performance improvement measures

DAY 04 — CONTINUED

- Maintaining consistency and fairness in objective-based performance evaluation

PRACTICAL APPLICATION

Simulating performance review discussions and developing corrective action plans

DAY 05**MBO Integration and Organizational Implementation**

- Integrating Management by Objectives with performance management systems
- Linking MBO with workforce planning, employee development, and talent management
- Using objectives to support organizational accountability and strategic execution
- Developing management dashboards and performance review mechanisms
- Monitoring the effectiveness of an MBO framework
- Managing cultural and organizational barriers to successful MBO implementation
- Establishing continuous improvement and periodic objective review processes

FINAL WORKSHOP

Developing a practical Management by Objectives implementation framework for an organization

Register or Request More Information

Course page: <https://quest-training.com/courses/management-by-objectives-mbo-training-course>

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