

CERTIFIED STRATEGY & PERFORMANCE MATURITY ASSESSMENT PROFESSIONAL



ABOUT GPAU

Our mission is to support organizations in driving improvements to their strategy and performance management architecture through integrated maturity assessment solutions.

Based on over 20 years of experience and a blend of academic and practitioner research in the field of strategy and performance, we have developed a unique set of frameworks for evaluating the maturity level of performance management systems across various industries.

Professionals worldwide can now learn how to work with our proprietary maturity models to drive progress by accessing the GPAU educational programs.

Your Professional Journey Starts Here

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CERTIFIED PROFESSIONAL

Foundational Knowledge



[VIEW BROCHURE >>](#)

CERTIFIED PRACTITIONER

Skills Application



[VIEW BROCHURE >>](#)

AUTHORIZED ASSESSOR

Experiential Learning



[VIEW BROCHURE >>](#)

ACCREDITED ASSESSOR

Excellence in Continuous Practice



[VIEW BROCHURE >>](#)

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About the course

Grounded in more than 20 years of applied research, the Certified Strategy & Performance Maturity Assessment Professional program introduces a structured methodology for evaluating how well organizations design and operate their performance architectures.

The program is centered around the Integrated Performance Maturity Model Framework, a proprietary diagnostic instrument developed by the Global Performance Audit Unit that enables a systematic evaluation of five capability domains: strategic planning, performance measurement, performance management, employee performance management, and performance culture. Through this framework, assessors can pinpoint where maturity gaps exist and determine what it takes to move an organization forward.

The curriculum combines auditing principles with hands-on application of GPA Unit's assessment tools, walking participants through the full cycle of a maturity assessment, from examining organizational practices and scoring results, to drawing conclusions and crafting actionable recommendations.

The Certified Strategy & Performance Maturity Assessment Professional is your first step toward becoming a GPAU Authorized Assessor. It provides the foundational knowledge needed to deploy GPAU's maturity assessments, setting the stage for the Certified Practitioner credentials that complete your accreditation journey.

Agenda

- 01. Introduction to Strategy & Performance Management System Audit**
 - Performance management frameworks
 - Key terminology
 - Audit typology
 - Audit principles
 - Audit scope and objectives
- 02. Integrated Performance Maturity Model Framework**
 - Strategic Planning
 - Performance Measurement
 - Performance Improvement
 - Employee Performance Management
 - Performance Culture
- 03. Maturity Assessment Methodology**
 - Assessment methodology: (documentation analysis, survey data analysis and interviews)
 - Scoring methodology
 - Maturity levels
- 04. Documentation Analysis**
 - Guidance for documents collection
 - Documents validation & analysis
 - Assessor scoring simulation
- 05. Survey Data Analysis**
 - Key stakeholders' identification
 - Survey audience segmentation
 - Survey dissemination stages
 - Data gathering process
 - Statistical analysis & interpretation of raw data

- 06. Interviews**
 - Interview guide outline
 - Best practices in formulating questions
 - Key stakeholders' identification
- 07. Data Interpretation**
 - Consolidated data analysis
 - Score interpretation
 - Findings aggregation
 - Case study: Aggregate findings from maturity model survey, interviews and document assessment and offer recommendations for improvement.
- 08. Assessment Outputs**
 - Assessment Report
 - Executive Dashboard
 - Roadmap for Continuous Improvement Report
 - Roadmap for Continuous Improvement overview
 - Assessment project closure
- 09. Course Review**
 - Maturity Assessment Project Plan
 - Course Review

The 9 course sessions can be delivered in various formats:

- 3-day face-to-face training (8 hours/day)
- 5-day live online training (4 hours/day)
- In-house training adapted to the organization's needs in terms of duration and format

What You Gain



WHAT YOU LEARN

- Foundational best practices in strategy planning, performance measurement, performance improvement, employee performance management, and performance culture to build a common point of reference among assessors.
- Auditing principles when conducting an Integrated Performance Maturity Assessment.
- Application of the maturity assessment methodology in accordance with GPA Unit's proprietary tools.
- Interpreting data and issuing recommendations for improvement.



HOW YOU LEARN

Combining theoretical grounding with practical application, the program walks participants through the full cycle of a maturity assessment. Using fictive organizational scenarios, learners examine real-world practices against defined assessment criteria, calculate maturity scores, interpret findings, and formulate improvement recommendations, all within the structure of GPAU's proprietary framework.



SKILLS YOU DEVELOP

Strategy & Performance Management Literacy

Assessment Planning & Project Management

Examination & Critical Thinking

Data Analysis & Interpretation

Synthesis & Report Writing

Prescriptive Analysis & Advisory



WHY IT'S GOOD FOR YOUR ORGANIZATION

Organizations benefit from having professionals who can objectively evaluate and diagnose the maturity of their performance architectures. By identifying capability gaps across five critical domains, assessed entities receive clear, actionable roadmaps for strengthening their performance systems and driving sustainable progression.

Who Can Attend



**Strategy & Performance
Management Professionals**



**Internal or Independent
Audit Professionals**



**Leading roles in Operational
Excellence, Operations
Management, Quality and
Human Resources**



Business Consultants

Course Instructors



Cristina Mihăiloaie

Cristina is Head of Innovation & Product Design at the Global Performance Audit Unit and a GPAU Accredited Assessor at Expert level. With almost 15 years of experience in strategy and performance management research, advisory, and training, she specializes in maturity models development.

Since 2014, she has been an ATD Master Trainer (USA), accumulating over 1,000 hours of executive training and consulting. Her international experience spans across continents and complex industries like aviation, energy, finance, conglomerates, and government authorities.



Doina Popovici

Doina is Head of Assessment and Accreditation Services at the Global Performance Audit Unit and a GPAU Accredited Assessor at Master level. Doina leads complex organizational maturity assessments under GPA Unit's proprietary frameworks, ensuring rigor and methodological integrity, while strengthening the assessor accreditation framework across assessment engagements.

As an Accreditation Mentor within GPAU Academy, she evaluates and accredits candidates and oversees the assessors' faculty and network, ensuring adherence to the GPAU Institute of Standards and Accreditation requirements and safeguarding the quality of both assessor capability and assessment outputs.

She works with government, semi-government and private sector organizations and has led over 10 maturity assessments in the past 18 months.



Mariham Magdy

Mariham is an HR, Strategy & Management Consultant and Trainer with more than 18 years of corporate HR experience, primarily in the oil and gas industry, covering the full HR function from building departments from scratch to managing all core HR processes. She is also an instructor at the School of Continuing Education, The American University in Cairo, and a facilitator for The KPI Institute, delivering certifications such as Certified Key Performance Indicators, C-BSC, C-SBP, C-ASE, C-PM, C-OKR, C-EPM, and C-PA.

Recognized by the ROI Institute with the Best ROI Article 2018 award, she has completed over 5,000 training hours for frontline, middle, and top management, as well as entry-level professionals, across diverse multinational audiences.

Learning Experience

PRE-COURSE

Upon completing a short evaluation quiz, participants are directed to a set of prerequisite videos covering key concepts in performance management to ensure a common foundational understanding.

CORE-COURSE

The curriculum is structured across 9 modules, balancing practice (70%) and lecture (30%). Learning is reinforced throughout through group assignments and short quizzes at the end of each module. The program culminates in a certification exam, an online test of 75 multiple-choice questions, requiring a minimum passing rating of 67%. The exam can be taken at the learner's convenience, up to 12 months after course completion.

POST-COURSE ASSIGNMENTS

Following the core curriculum, participants engage in a series of post-course activities, approximately 11 hours, designed to reinforce and embed learning into practice.

These include completing a course feedback survey, participating in forum discussions, watching a designated webinar and submitting key learning points, and maintaining a learning journal to reflect on each stage of the experience.

To demonstrate the practical application of their learning, participants are also required to develop an action plan outlining improvement initiatives they intend to implement in their organization, and to prepare a short PowerPoint presentation capturing the most important course takeaways for delivery to their colleagues.

✓ The following learning resources are available:

Course slides

Session quizzes to prepare for exam

Maturity Assessment templates: project plan, documents' checklist, assessor scoring template, outputs samples

👑 Additional benefits:

Access to The Ladder Magazine and GPAU Knowledge Hub

Credentials & What They Unlock

Participants receive the following credentials upon meeting the respective requirements:

| | |
|---------------------------------------|---|
| CERTIFICATE OF ATTENDANCE | Issued following participation in all 5 days of the live course sessions. |
| CERTIFICATE OF COMPLETION | Awarded upon completing all pre-course activities and successfully passing the Certification Exam. |
| CERTIFIED PROFESSIONAL DIPLOMA | Granted upon successful completion of all three learning stages and receipt of full payment by the participant. |



As a **Certified Strategy & Performance Maturity Assessment Professional**, you are qualified to use the **PerforAssess | QuickScan**, an online self-assessment digital platform, to conduct one-time structured, evidence-based evaluation of your organization's performance management maturity. You are equipped to identify gaps and enable the implementation of best practices.



For conducting a **PerforAssess | Diagnose** or **PerforAssess | Recognized** assessment, you can continue your professional journey with the Certified Practitioner.

[View GPAU C-PA Practitioner Brochure »](#)

GPA Unit Maturity Model

Advancing Performance

The GPAU Maturity Models define best practices in strategy and performance management for organizations to identify their system gaps and engage in a continuous improvement journey towards business excellence.

Performance Management cuts across organizational functions and levels, and so do our maturity models. Our portfolio ensures a holistic assessment approach by providing specialized frameworks:

● Organizational Level

Comprehensive frameworks for corporate-level assessment of five capabilities:

Each model follows GPAU's standardized methodology of document review, surveys, and interviews, scoring maturity from Level I (Initial) to V (Advanced). Combined assessments reveal cross-capability alignment and synergy.

● Operational Level

Tailored for divisions or departments, this model evaluates five activity areas simultaneously, offering a unified view of operational performance management practices.

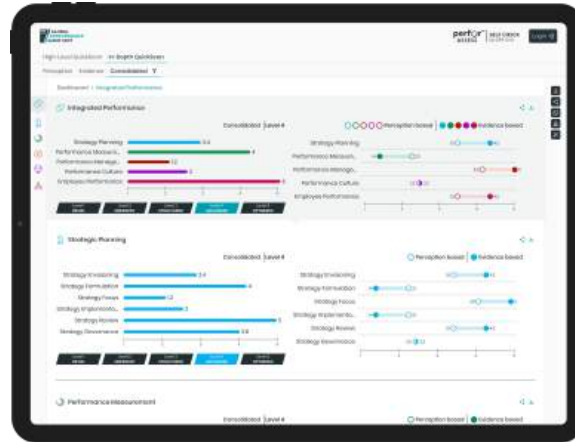
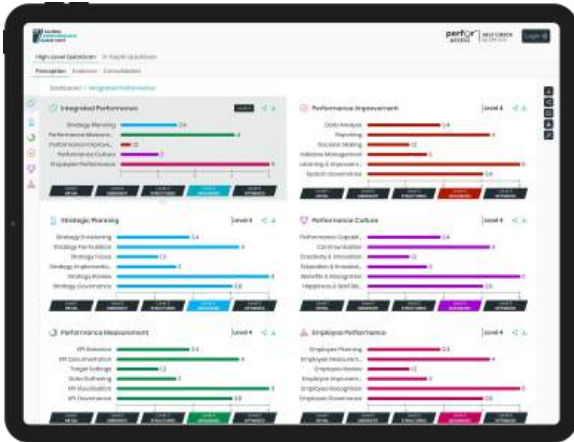
● Individual Level

Focused on the Employee Performance Management Maturity Model, often paired with Performance Maturity Model to assess alignment between strategy planning, corporate and individual performance management.



perfor
ASSESS

Self-Check. Improve. Assess.
All in one system.

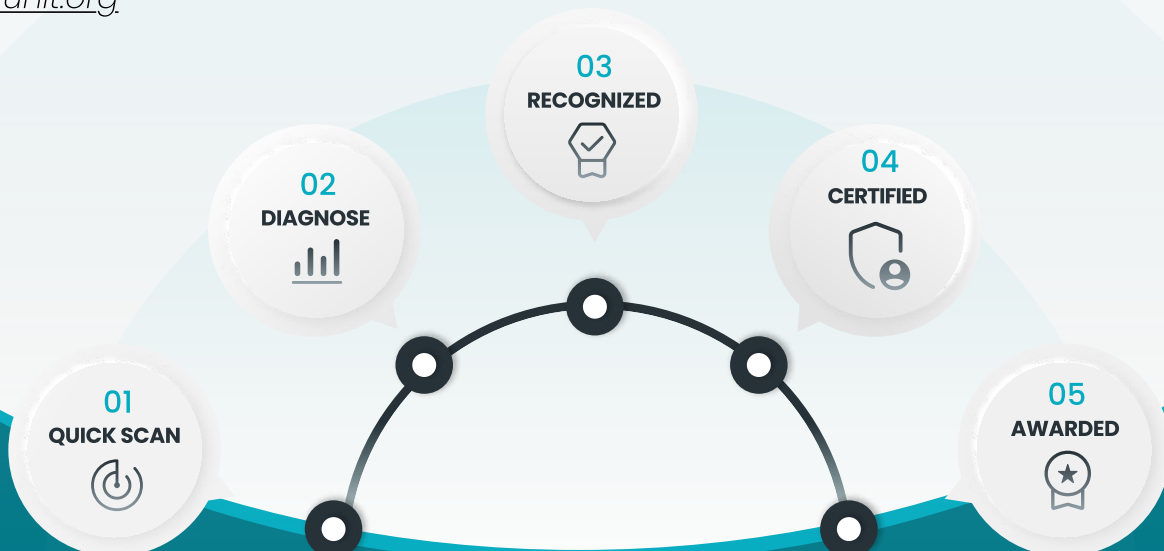


PerforAssess™ powered by GPA Unit is a structured assessment platform that supports organizations in evaluating their performance management maturity across various capabilities and levels.

Combining data analysis with recognized methodologies, **PerforAssess** establishes a transparent foundation for continuous improvement and institutional development.

Initiate your maturity assessment >

www.gpaunit.org



WHERE METHODOLOGY MEETS TECHNOLOGY TO ENABLE PERFORMANCE EXCELLENCE

Live Online 2026 Sessions Calendar

ENGLISH SESSIONS

2 - 6 February

10:00- 14:00 KSA time
15:00-19:00 GMT + 8

22-26 June

9:00-13:00 KSA time
06:00-10:00 GMT+8

17-21 August

09:00-13:00 KSA time
14:00-18:00 GMT + 8

23-27 November

17:00-21:00 KSA time
09:00-13:00 CST (US)

ARABIC SESSIONS

31 May - 4 June

7:00-21:00 KSA time
09:00-13:00 CST (US)

27-31 December

17:00-21:00 KSA time
09:00-13:00 CST (US)

SESSION FEE: 1,250 USD

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