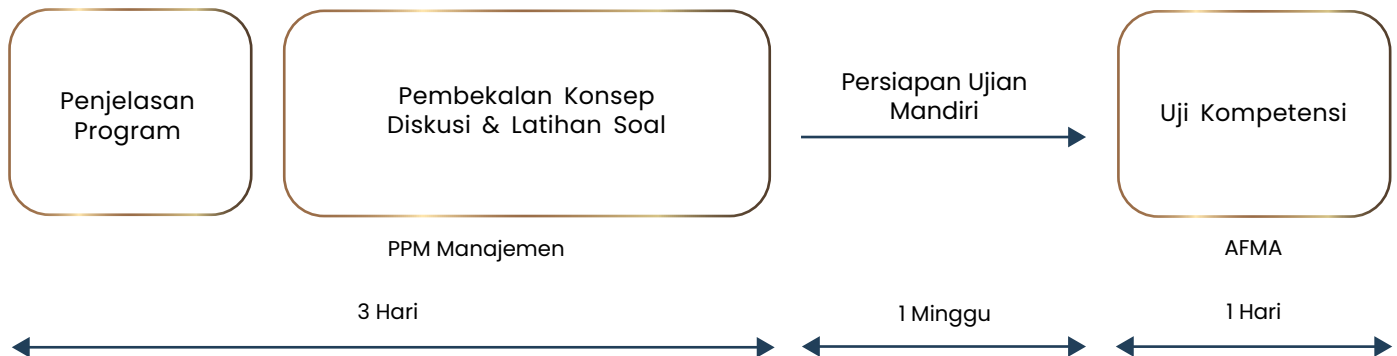


CERTIFIED ORGANISATION PERFORMANCE ANALYST (COPA)

Certified Organisation Performance Analyst (COPA)



Certified Organisation Performance Analyst (COPA) adalah program sertifikasi internasional dari Academy of Finance & Management Australia (AFMA) yang dirancang untuk meningkatkan kapasitas profesional dalam memahami dan mengelola kinerja organisasi secara komprehensif. Program ini memberikan dasar konseptual yang kuat mengenai bagaimana organisasi menciptakan, mempertahankan, dan meningkatkan nilai melalui praktik manajemen yang terukur dan terstruktur.

Melalui kerangka kerja MAIDE (Mining, Analyzing, Interpreting, Directing, Evaluating), peserta dilatih untuk mengekstraksi data penting, menganalisis pola, menginterpretasi temuan secara akurat, serta mengarahkan tindakan strategis berdasarkan bukti. Pendekatan ini membantu profesional membaca kondisi organisasi secara mendalam, bukan hanya berdasarkan laporan, tetapi juga melalui pemahaman terhadap proses, perilaku, dan indikator kinerja yang saling terhubung.

Fokus pembelajaran mencakup tiga domain nilai utama: Shareholder Value, Customer Value, dan Human Value. Dengan menguasai ketiganya, peserta mampu merumuskan rekomendasi strategis yang tidak hanya meningkatkan profitabilitas, tetapi juga memperkuat pengalaman pelanggan dan efektivitas sumber daya manusia. Pendekatan lintas fungsi ini menjadikan COPA relevan bagi organisasi yang ingin membangun budaya kinerja berkelanjutan di tengah perubahan bisnis yang dinamis.

The Certified Organisation Performance Analyst (COPA) is an international certification issued by the Academy of Finance & Management Australia (AFMA), designed to strengthen professionals' capabilities in understanding and managing organizational performance comprehensively. The program establishes a strong conceptual foundation on how organizations create, sustain, and enhance value through structured, measurable, and well-governed management practices.

Using the MAIDE framework (Mining, Analyzing, Interpreting, Directing, Evaluating), participants learn to extract critical data, analyze emerging patterns, interpret findings accurately, and formulate evidence-based strategic actions. This approach trains professionals to read the "pulse" of the organization—going beyond traditional reports to understand processes, behaviors, and interconnected performance indicators.

Learning is centered around three key value domains: Shareholder Value, Customer Value, and Human Value. By mastering these domains, participants are equipped to develop strategic recommendations that enhance profitability, elevate customer experience, and improve human capital effectiveness. This cross-functional perspective makes COPA highly relevant for organizations seeking to build a culture of sustainable performance amid today's dynamic business environment.

Manfaat Apa yang Anda Peroleh :

- Mendukung Transformasi dan Efisiensi Bisnis**
Memiliki SDM yang mampu mengolah dan menginterpretasi data bisnis menjadi wawasan strategis.
- Meningkatkan Kualitas Keputusan Strategis**
Karyawan terlatih untuk mengidentifikasi area peningkatan nilai, baik untuk pelanggan, pemegang saham, maupun karyawan.
- Mengintegrasikan Fungsi-Fungsi Organisasi**
COPA melatih karyawan untuk bekerja lintas departemen, menciptakan kolaborasi yang berbasis data dan tujuan yang selaras.
- Meningkatkan Profitabilitas dan Nilai Merek**
Modul COPA mengajarkan cara mengukur dan mengoptimalkan profit pelanggan, produk, dan merek.
- Penguatan Budaya Kinerja dan Kepemimpinan**
Organisasi memiliki sistem manajemen kinerja yang strategis dan kepemimpinan yang berdampak.
- Mengurangi Risiko Keputusan yang Salah**
Dengan pendekatan berbasis data, keputusan lebih akurat dan terarah.

Topik :

- NILAI PEMEGANG SAHAM (SHAREHOLDER VALUE)**
Menganalisis dan meningkatkan nilai yang diberikan kepada pemegang saham:
 - COPA 01: Organizational Performance Analysis**
Mengevaluasi kinerja organisasi secara holistik dan berkelanjutan
 - COPA 02: Financial Statement Analysis**
Memahami dampak keputusan strategis terhadap kesehatan finansial
 - COPA 03: Market Value Added Analysis**
Mengukur nilai perusahaan di mata investor
 - COPA 04: Strategic Profitability Analysis**
Mengidentifikasi dan mengelola pendorong utama profit

What Will You Get :

- Support Business Transformation and Efficiency**
Develop human capital capable of processing and interpreting business data into strategic insights.
- Enhance the Quality of Strategic Decision-Making**
Equip employees to identify value improvement opportunities across customers, shareholders, and employees.
- Integrate Organizational Functions**
Train employees to work cross-departmentally, fostering data-driven collaboration with aligned objectives.
- Increase Profitability and Brand Value**
Provide analytical tools to measure and optimize customer, product, and brand profitability.
- Strengthen Performance Culture and Leadership**
Establish a strategic performance management system supported by impactful leadership.
- Reduce the Risk of Poor Decision-Making**
Ensure decisions are more accurate and targeted through a structured, data-driven approach.

Subjects:

- SHAREHOLDER VALUE**
Analyzing and enhancing the value delivered to shareholders:
 - COPA 01: Organizational Performance Analysis**
Evaluating organizational performance holistically and sustainably
 - COPA 02: Financial Statement Analysis**
Understanding the impact of strategic decisions on financial health
 - COPA 03: Market Value Added Analysis**
Measuring the company's value from the perspective of investors
 - COPA 04: Strategic Profitability Analysis**
Identifying and managing the key drivers of profit

2. NILAI PELANGGAN (*CUSTOMER VALUE*)

Memetakan dan mengelola bagaimana pelanggan memandang, mengalami, dan memberikan kontribusi terhadap nilai bisnis:

COPA 05: Customer Value Analysis

Mengungkap manfaat dan biaya dari sudut pandang pelanggan

COPA 06: Customer Profitability Analysis

Menghitung nilai seumur hidup pelanggan berdasarkan segmen

COPA 07: Product and Price Analysis

Mengevaluasi bagaimana produk dan harga memengaruhi perilaku pembelian

COPA 08: Brand Value Analysis

Mengukur kekuatan merek dan kontribusinya terhadap hasil bisnis

3. NILAI SDM (*HUMAN VALUE*)

Menentukan bagaimana orang, kepemimpinan, dan budaya mendukung kinerja berkelanjutan:

COPA 09: Quality & Value Engineering

Meningkatkan efisiensi tanpa mengorbankan nilai

COPA 10: Human Value Analysis

Mengevaluasi dampak pembelajaran, pemberdayaan, dan produktivitas

COPA 11: Strategic Performance Management System

Menyelaraskan tujuan individu dengan strategi perusahaan melalui OKR

COPA 12: Leadership Power Analysis

Mengukur pengaruh, budaya, dan hasil yang ditimbulkan oleh kepemimpinan

2. *CUSTOMER VALUE*

Mapping and managing how customers perceive, experience, and contribute to business value:

COPA 05: Customer Value Analysis

Revealing benefits and costs from the customer's point of view

COPA 06: Customer Profitability Analysis

Calculating customer lifetime value by segment

COPA 07: Product and Price Analysis

Evaluating how products and pricing influence purchasing behavior

COPA 08: Brand Value Analysis

Measuring brand strength and its contribution to business outcomes

3. *HUMAN VALUE*

Determining how people, leadership, and culture support sustainable organizational performance:

COPA 09: Quality & Value Engineering

Improving efficiency without compromising value

COPA 10: Human Value Analysis

Assessing learning, empowerment, and workforce productivity

COPA 11: Strategic Performance Management System

Aligning individual goals with organizational strategy through OKRs

COPA 12: Leadership Power Analysis

Measuring the influence, culture, and outcomes generated by leadership

Peserta Pelatihan :

Manajer lintas fungsi, business analyst dan performance analyst, konsultan manajemen & organisasi, project manager dan strategic planner, direktur atau kepala unit pendukung strategis, pemimpin HR atau talent development.

Persyaratan Peserta Ujian :

Pendidikan minimal S1 Menjabat sebagai Manajer, pimpinan unit, pemilik unit bisnis, konsultan atau analis bisnis & manajemen.

Trainees :

Cross-Functional Managers, Business Analysts and Performance Analysts, Management & Organizational Consultants, Project Managers and Strategic Planners, Directors or Heads of Strategic Support Units, HR Leaders, or Talent Development Professionals.

Requirements :

Minimum of a Bachelor's degree (S1) and currently serving as a Manager, unit leader, business unit owner, consultant, or business & management analyst.

SMART

IDR 13.500.000

Live Virtual Training

Online Exam

(Tidak termasuk PPN)

(Exclude PPN)

(Termasuk biaya ujian)

(Include exam fee)