
Benchmarking – An introduction

A one day programme

Benchmarking is the technique of evaluating your performance against the best in business, and not necessarily, the same business in which your organisation operates. We look at how to initiate a programme for Benchmarking and how to incorporate successfully the results of better business practice into your organisation.

An assessment of how, when and where Benchmarking is appropriate. We look at those organisations that have used Benchmarking to good effect. Finally, we look at the implications on departments and their staff because of Benchmarking.

Key elements of Benchmarking

Benchmarking has developed from the desire by most companies and organisations to improve the quality of their goods and services and to deliver this quality efficiently and at low cost. Benchmarking existed before the term was invented, just like many other techniques. The term came into common use only when the activity was formalised. Benchmarking is the “Search for Excellence” and, having found excellence, the process of introducing it to your organisation. Having implemented best practice, use quality techniques to improve continuously upon the activity.

The advantage of benchmarking is that the improvement is possible because someone else is doing it. Benchmarking operates on activities where competition in the normal sense does not exist, such as the health service or between non-competing businesses. Introducing Benchmarking to service activities encourages significant improvement without the need for confrontation brought about by Market Testing in the Public Sector. It encourages efficient organic growth of the service to the benefit of the customer, and consequently to the organisation supplying the service.

The programme enables participants to:

- Understand the Benchmarking concepts of quality, productivity and time
- Conduct a Benchmarking evaluation
- Learn from those organisations who have improved through Benchmarking
- Understand how the I.S. function re-engineers to cope with Benchmarking

Programme Agenda

An introduction to benchmarking

Benchmarking its origins of use
Business processes
Reengineering
Relating quality to benchmarking

Putting Theory into Practice

Keys to benchmarking
What should be benchmarked
Benchmarking data
Internal benchmarking
External benchmarking

Decide what to benchmark

Identify the needs of your own business
Know thyself – survey your operations
Learn what is critical to your business
Performance factors and units of measure

Analysis

Sorting the information
Identifying the performance gap
The benchmarking report
Make or buy analysis
Decision in a make or buy analysis

Typical delegates are:

Executives and managers whose work is delivering business change. It is for those managers that need to fully understand and implement Benchmarking and specify how the organisation may benefit from increasing competitive advantages gaining through benchmarking.

Benchmarking history

Control of quality
Statistical control
Plan, do, check, action
Deming's 14-points

Implementing Benchmarking

Decide what to benchmark
What sort of benchmarking partners
Gathering the data and information
Analysing the information
Implementing for effect

Identify benchmarking partners

Where can you find outstanding companies
No partner is perfect
Establishing contact with partners

Implement for effect

Consider the implications of the results
Opportunities for improvement
Integrating the improvements
Draw up an implementation plan
Implement the plan