

# GULF INSTITUTE



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# Benchmarking Comparing Your Performance with the Best

## INTRODUCTION

- Benchmarking is one of the most recognized and widely used business tools. Benchmarking is a practical way to analyze procedures, statistics, products, and services in a related environment – those of a competitor, partner, or another department of the same organisation. Its primary purpose is to provide avenues for improvement in private, government and non-governmental organizations. This introductory training course will focus on the practical and theoretical aspects of benchmarking and performance improvement.
- You will learn why benchmarking is a viable tool that provides useful information for improving virtually any organisation or activity. You will discover the practical benefits of benchmarking and how to use these in your department, team or organisation. This exciting and innovative training course will focus on the practical and theoretical aspects of benchmarking.

### This training course will highlight:

- An introduction to benchmarking
- Performance measurement principles
- The different types of benchmarking and when to use them
- How to run a benchmarking project more effectively
- Understanding data, metrics and analysis tools

## OBJECTIVES

### At the end of this training course, you will learn to:

- Describe the benefits of benchmarking
- Discuss how benchmarking activities can lead to organizational success
- Apply the correct methodology to data collection and analysis
- Analyze the appropriate methods of continuous improvement
- List the advantages of effective performance measurement

## TRAINING METHODOLOGY

- This training course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes stimulating presentations supporting each of the topics together with interactive trainer lead sessions of discussion.
- There will also be many practical sessions where participants can practice and experience course-related activities. Practical exercises, case studies, short video presentations, small group work and feedback will be used to facilitate learning.

## ORGANISATIONAL IMPACT

Benchmarking is essential to success in any setting. This training course will have a very positive impact on the organisation, including:

- Managers with a detailed understanding the benchmarking process
- Improved relationships (customers, employees, suppliers, partners, and others)
- Increased program, project and systems effectiveness
- Increased value creation and value capture from diverse assets (tangible and intangible)
- Staff with practical skills that can be applied in many workplace settings
- Improved engagement with all stakeholders

## PERSONAL IMPACT

- A detailed understanding of the practice of benchmarking
- Practical skills in continuous improvement
- An understanding of the importance of metrics
- Improved use of strategic tools
- Increased understanding of how to implement an effective benchmarking project
- Develop practical and transferable skills

## WHO SHOULD ATTEND?

This Benchmarking training course is suitable for a wide range of professionals but will greatly benefit:

- Engineers
- Accountants and Finance Staff
- Operation Managers / Process Managers
- HSE Leaders
- Middle Managers and Team Leaders involved in process improvement
- Project and Programme Managers
- Change Leaders
- Human Resource (HR) Professionals
- Any Manager who needs to improve their skills in Benchmarking and Performance Management

## Course Outline

### Performance Measurement: Why It Matters and How To Do It?

- The Need for Performance Measurement
- Using Measurement to Transform Your Organisation
- The History of Measurement
- Key Performance Indicators (KPI) Explained
- Measuring the Correct Things

### The Process of Benchmarking

- History of Benchmarking
- Benchmarking Terminology
- Strategic, Performance and Process Benchmarking
- Internal vs. External Benchmarking
- Applying the Most Appropriate Benchmarking Approach

### Conducting a Benchmarking Project

- How to Identify Suitable Benchmarking Projects
- Running a Successful Benchmarking Project
- The Phases of Benchmarking
- Identifying and Selecting Metrics and Partners
- Benchmarking Project Management

### Understanding Data, Metrics and Analysis Tools

- Data Use and Abuse: Using Data Constructively
- A Simple Revision of Key Statistical Terms and Techniques
- The Importance of the Standard Deviation and Variance
- The CATWOE Technique, RCA, 5-Whys and Cause & Effect
- Collecting and Analysing Benchmarking Information

### Essential Tools for Benchmarking and Continuous Improvement

- Kaizen and Continuous Improvement
- DMAIC and Six Sigma
- Poka-Yoke Approaches
- Legal and Ethical Issues in Benchmarking
- Personal Action Planning

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