

How to Implement Benchmarking Well for Competitive Advantage & Excellent Customer Service

Program

Monday 20th October, 2008

12.45PM Registration - arrival coffee / tea

1.00PM Welcome, Introductions, Program, facilitating key issues for participants to focus the program on participant's expectations

1.20PM **Overview of Benchmarking- Anton Benc, Managing Partner, Benchmarking Partnerships.**

Anton will lead participants through a shared understanding of Benchmarking and 'bringing to life' principles, tools and case study examples:

- What is Benchmarking and what it is Not.
- Types of benchmarking
- Benchmarking your business in context – the strategic imperative
- Benchmarking as an improvement tool – what should you do benchmarking on?
- Relationship to other improvement tools
- The relationship between benchmarking and strategy for optimum improvement & competitive advantage including impact on organisational structure.
- When should benchmarking be undertaken
- How to get started and gaining buy-in – finding benchmarking partners
- Applicable methodologies and comparisons
- Having and applying a Code of Conduct
- Benefits Realisation and Case Study Examples

This session includes afternoon tea and

3.30PM **How to go about Benchmarking – Planning**

Based on participants real needs for strategy deployment, customer service enhancement and competitive advantage, you will be guided through a simulated benchmarking project, to ensure the learning, exercises, knowledge exchange and feedback is 'value-creating' for each organisation to take away and implement an effective benchmarking project in their workplaces.

Areas covered in this 'Planning' stage include:

- Topic prioritization and selection from a business/organisational strategic needs perspective
- Determining the scope and coverage of the benchmarking – what you need to learn
- Selecting a sponsor, buy-in, the brief and support including the 'business case'
- Communications planning
- Selecting, initiating and supporting the benchmarking team

- Team participation, building partner relationships, sponsor and process owner communications,
- Project planning
- Identification and selection of benchmarking partners in a range of different industries

This topic selection and scoping (Planning) phase of the benchmarking training will identify and prioritise strategic imperatives for benchmarking linked to the strategic plan. An input to this is a need to improve KPIs like efficiency and effectiveness. In the later recommendations phase of the benchmarking a project plan is developed including a business case to support implementation of recommendations derived from the sharing and learning phase of the benchmarking. The business case identifies the expected impact on performance results as a result of implementing the improvements. Benefits realisation through project management ensures the benefits are on track during implementation.

5.00PM Close

Tuesday 21st October, 2008

9.00AM Reflections from Day 1, facilitated and knowledge capture by Anton.

9.20PM **How to go about Benchmarking – Planning**

Continued. This session includes Morning Coffee

11.00AM **How to go about Benchmarking – Analysis**

Anton will continue to guide participants through the simulated benchmarking project, based on participants real benchmarking needs and project development identified in Day 1.

Areas covered in this 'Analysis' stage include:

- Working with partners and the 'buy-in' for partners to participate
- Selecting measures and data collection
- Data analysis and reporting the strengths('best practices'), opportunities(your performance gaps)

12.30PM Lunch and networking

1.00PM **How to go about Benchmarking – Learning & Sharing**

The simulated participants' benchmarking project continues. Areas covered in this 'Learning & Sharing' stage include:

- Recognising the participants learning needs from the analysis reports for targeting partners to share their strengths, including the process to share knowledge/ best practices.
- Media of connecting partners together to share including communications for sharing and logistics for sharing and learning
- Site visits, forums, workshop templates and 'handy hints'

- Templates and 'handy hints for you to take away. Engaging other stakeholders as required and reporting from the lessons learnt.

This session includes afternoon tea

3.30PM

How to go about Benchmarking – Recommendations & Implementation

The simulated participants' benchmarking project continues. Areas covered in this 'Recommendations & Implementation' stage include:

- Feedback and consultation with stakeholders for recommendations
- Recommendations business case/ project plan
- Monitoring and communications planning
- Transfer of knowledge through implementation
- Monitoring and review including benefits realisation.

Learn how re-measures of the benchmark data results during and following implementation will validate the expected Improvement, identify priorities where gaps have not been satisfactorily closed for project teams to further address. The process owners in these areas should be involved. Outputs and outcomes from core and support processes through your KPI's measured and baseline before the benchmarking and then measured afterwards will give hard measure views of efficiencies and effectiveness. Some cultural/climate measures, usually perception data, with stakeholders is also recommended to provide the change management climate for effective implementation and sustaining the changes.

This session includes feedback and further specific learning needs for each participant in their 'Action Planning', Afternoon Coffee and issuing of Certificates of completion.

4.30PM

Next Steps – deploying your benchmarking project.

5.00PM

Close