

# Benchmarking for Excellence

## Developing World-Class Organisational Learning through Effective Benchmarking

1 & 2 March 2012  
Hotel Venue TBC, Singapore

Platform Facilitator:

**Dr. Robin Mann**

Founder & Head

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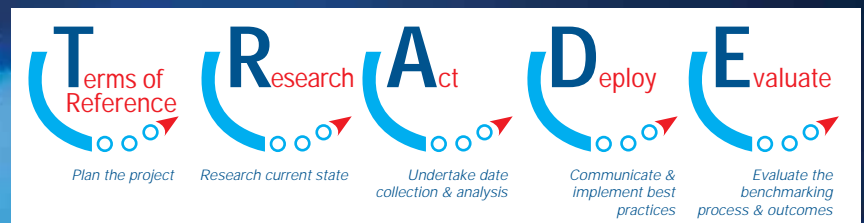
Chairman, Global Benchmarking Network

*“A 2008 global survey of 500 organisations of all sizes and sectors conducted by the Global Benchmarking Network, revealed that Informal Benchmarking was one of the most popular quality techniques used by 69% of organizations. Best Practice Benchmarking, used by 39%, delivered the most benefit with projects achieving returns of over S\$250,000.”*

Given today's environment, there's simply less margin for error. Questions proliferate from organisations:

- Why do we still get many customer complaints?
- How do we deliver better service without vastly increasing operational cost?
- How do we further improve product or service quality?
- How do we retain talent?
- How do we build a corporate learning culture?

Benchmarking focuses on how to improve any given business process by exploiting “best practices” rather than merely measuring the best performance. Being reflected in various Business Excellence award criteria more extensively than any other management concepts, Benchmarking also promotes the emergence and evolution of a “learning culture” throughout the organisation, a key to continuous improvement, total quality and competitiveness over the long term.



COER's **proprietary TRADE Benchmarking methodology** was developed by **Dr. Mann**, and adopted by organisations in a number of countries including **New Zealand, Taiwan, UAE and the UK**. **In Singapore the methodology has been used by the private and public sector. In the public sector it has been approved by the Civil Service College** (the CSC provides a one-day introductory course on TRADE which provides a good grounding for the 2-day platform).

The two-day intensive platform is for **individuals or teams that want to accelerate their benchmarking learning and kick-start projects that will deliver innovative solutions and best practices**. This platform is also the only route to certification in benchmarking and training by Dr. Mann - to provide assurance that your benchmarking projects are being conducted in a professional and effective manner.

Successful participants will be awarded the TRADE Benchmarking Trained Certificate (Bronze) by COER upon completion of the program which leads ultimately to the Trade Benchmarking Mastery Certificate (Gold).

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