

Benchmarking for Excellence

Developing World-class Organisational Learning through Effective Benchmarking

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Platform Facilitator:

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“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 organizations:

- 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 widely adopted by a number of countries including New Zealand, Taiwan, the UK, UAE and most recently, by the Singapore Public Service Centre for Organisational Excellence (PSCOE) with the Public Service Jumpstart Project involving 7 public sector organisations.

Throughout the 2-days interactive workshop, you will be introduced to a number of tools in practical work sessions that will help you in the planning and undertaking of a benchmarking project. It is also extremely beneficial if you are able to identify a benchmarking area of focus (a process, activity, or level of performance which needs to be improved) prior to the workshop.

- What Benchmarking is and what it is not
- Benefits of Benchmarking
- Organising for Benchmarking
- The Benchmarking process using TRADE methodology
- The Benchmarking code of conduct
- Resources required to conduct a Benchmarking study
- Benchmarking pitfalls and success guidelines



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

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To register, please contact MgDelxis Group at:

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