

# Benchmarking

The pressure on the organization to improve its performance and competitiveness is greater than ever. This seminar shows you how to use benchmarking to continually improve throughout the organization, and to leapfrog your competitors in areas of strategic importance. Instead of learning from your mistakes, avoid mistakes and false starts altogether! Let us show you how in this hands-on two-day seminar.

**Hours: 8 a.m. – 4 p.m.**

**Length: 2 days**

## Course Objectives

### Participants will learn:

- How benchmarking can help to achieve competitive advantage
- How to use benchmarking to achieve strategic initiatives
- How to identify strategic benchmarking topics
- How to establish a mindset of local benchmarking for best practices
- How to Plan a study
- How to Conduct a study
- How to use the results of a study to promote improvement.

### Who Should Attend:

Managers, executives, quality professionals and process owners responsible for improving the effectiveness and efficiency of their processes.

### Related Seminars:

- ISO 9001:2015
- IATF 16949
- Process Analysis
- APQP



## Seminar Content

### Overview of Benchmarking

- Business Trends
- The Modern Competitive Environment
- Competitive Advantage
- Business Strategy
- Benchmarking Categories
- Benchmarking Models

### Benchmarking Foundation

- Benchmarks vs. Benchmarking
- Process Management
- Systems Management
- Modern Quality Management Systems (QMS)
- The Eight QMS Principals

### Planning and Organizing

- Key Business Processes
- Core Competencies
- Critical Success Factors
- Choosing the Benchmarking Project
- Identifying Study Customers
- Obtaining Management Support
- Selecting and Organizing the Team

### Analyzing Current Processes

- Defining the Process

- Mapping the Process
- Verifying Performance
- Narrowing the Scope

### Researching and Identifying Benchmarking Partners

- Determining the Benchmarking Level
- Seeing What's Available
- Collecting Information
- Screening Potential Partners
- Making Initial Contact

### Performing the Benchmarking Study

- Pre-Visit Research
- Visit Preparation
- Conducting the Visit
- Post-Visit Activities

### Data analysis and Reporting

- Data Review
- Data Analysis
- The Benchmarking Report

### Implementing the changes

### The Benchmarking Mindset

- Local Benchmarking for Best Practices