MERCURY

Benchmarking: Comparing Your Performance with the Best

8 – 12 November 2026
Cairo (Egypt)



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Benchmarking: Comparing Your Performance with the Best

Ref: 15514_312889 **Date:** 8 – 12 November 2026 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

Benchmarking performance is an indispensable strategy that encompasses analyzing and comparing processes, statistics, products, and services within a particular environment, be it against a competitor, partner, or another department within the same organization.

Participants in this benchmarking performance to measure and compare with top performers course will explore why performance benchmarking is a vital tool that offers actionable insights for enhancing any organization or process. Participants will understand the tangible benefits of benchmarking and how these can be applied to leverage their department, team, or organizational performance.

In the benchmarking performance to measure and compare with top performers course, participants will explore a variety of performance benchmarking tools designed to facilitate the process of comparing performance. These tools will be pivotal in supporting attendees in assessing their practices against those considered best-in-class, paving the way for informed decision-making and strategizing improvements.

Target Audience:

- Professionals and Leaders are responsible for authorizing and overseeing shared services activities within the organization.
- Strategic planning departments.
- Human Resources.
- Quality management.

Course Objectives:

By the end of this benchmarking performance to measure and compare with top performers course, attendees will be able to:

- Craft a detailed benchmarking performance management plan.
- Enumerate the advantages of conducting benchmarking performance measurements.
- Discuss the role of benchmarking performance measures in driving organizational excellence.
- Execute a structured methodology for data collection and analysis.
- Evaluate and implement methods for continuous improvement.

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Competencies Addressed:

Participants' competencies in this benchmarking performance to measure and compare with top performers' training will:

- Accountants and finance staff.
- Operation Managers/Process Managers.
- HSE Leaders.
- Middle Managers and Team Leaders engaged in process improvement.
- Project and Program Managers.
- Performance management.
- Benchmarking performance.
- Project planning.
- Data Analysis.
- Analytical thinking.
- Change Leaders.
- Human Resource HR Professionals.

Course Content Outline:

Unit 1: Performance Measurement: Why It Matters and How to Do It?

- The exigency of performance measurement.
- Leveraging measurements to transform your organization.
- Retrospect on the history of measurement.
- Demystifying Key Performance Indicators KPIs.
- Measuring what truly matters.

Unit 2: The Process of Benchmarking:

- Tracing the origins of benchmarking.
- Decoding benchmarking terminologies.
- Differentiating strategic, performance, and process benchmarking.
- Comparing internal versus external benchmarking.
- Selecting the most fitting benchmarking approach.

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Unit 3: Conducting a Benchmarking Project:

- Identifying potential benchmarking projects.
- Orchestrating a successful benchmarking initiative.
- Stages of a benchmarking journey.
- Selection of metrics and benchmarking partners.
- Management of benchmarking projects.

Unit 4: Understanding Data, Metrics, and Analysis Tools:

- Constructive use of data and avoiding pitfalls.
- A recap of fundamental statistical terms and techniques.
- The significance of standard deviation and variance in analysis.
- Tools like CATWOE technique, RCA, 5-whys, and cause and effect.
- Gathering and evaluating benchmarking data.

Unit 5: Essential Tools for Benchmarking and Continuous Improvement:

- The Kaizen method for continual enhancement.
- Embracing DMAIC and Six Sigma methodologies.
- Implementing Poka-yoke strategies to prevent errors.
- Addressing legal and ethical considerations in benchmarking.
- Developing a personal action plan for benchmarking.

Unit 6: Best Practices in Benchmarking:

- Avoiding unlawful benchmarking approaches.
- Utilizing guides, networks, and resources aptly.
- Learning from exemplar cases of benchmarking success.