



## Benchmarking: Comparing Your Performance with the Best

18 - 20 May 2025  
Dubai (UAE)



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**Ref.:** 15514\_312884 **Date:** 18 - 20 May 2025 **Location:** Dubai (UAE) **Fees:** 3900 Euro

## Introduction:

Benchmarking is one of the most recognized and widely used tools of all business strategy tools. Benchmarking is an analysis tool for procedures, statistics, products, and services in a related environment - those of a competitor, partner, or another department of the same organization.

You will learn why benchmarking is a viable tool that provides useful information for improving virtually any organization or activity. You will discover the practical benefits of benchmarking and how to use these in your department, team or organization. This exciting and innovative training course will focus on the practical and theoretical aspects of benchmarking.

## Targeted Groups:

- Professionals and Leaders who will be responsible for authorizing and overseeing shared services activities within the organization.
- Strategic planning department.
- Human Resources.
- Quality management.

## Conference Objectives:

At the end of this course, the participants will be able to:

- Develop your benchmarking plan.
- List the benefits of benchmarking.
- Discuss how benchmarking activities can lead to organizational excellence.
- Apply the correct methodology to data collection and analysis.
- Analyze the appropriate methods of continuous improvement.

## Targeted Competencies:

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

## **Course Content:**

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

- The need for performance measurement.
- Using measurement to transform your organization.
- The history of measurement.
- Key Performance Indicators KPI Explained.
- Measuring the correct things.

### **Unit 2: The Process of Benchmarking:**

- History of benchmarking.
- Benchmarking terminology.
- Strategic, performance, and process benchmarking.
- Internal vs. external benchmarking.
- Applying the most appropriate benchmarking approach.

### **Unit 3: Conducting a Benchmarking Project:**

- How to identify suitable benchmarking projects?
- Running a successful benchmarking project.
- The phases of benchmarking.
- Identifying and selecting metrics and partners.
- Benchmarking project management.

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

- Data use and abuse: Using data constructively.
- A simple revision of key statistical terms and techniques.
- The importance of standard deviation and variance.
- The CATWOE technique, RCA, 5-whys, and cause and effect.
- Collecting and analyzing benchmarking information.

### **Unit 5: Essential Tools for Benchmarking and Continuous Improvement:**

- Kaizen and continuous improvement.
- DMAIC and Six Sigma.
- Poka-yoke approaches.
- Legal and ethical issues in benchmarking.
- Personal action planning.

### **Unit 6: Best Practices in Benchmarking:**

- Illegal benchmarking practices.
- Guides, networks, and resources.
- Examples of best practice.



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