

# € TRAINING

Strategic Benchmarking Mastery



23 - 27 September 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Benchmarking Mastery

REF: M1079 DATE: 23 - 27 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is an immersive course designed to equip participants with the knowledge and skills to effectively apply benchmarking techniques within their organizations. Through hands-on workshops and real-world case studies, attendees learn how to identify, assess, and implement best practices from leading industry peers.

## Program Objectives:

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

- Utilize benchmarking methodologies to identify and analyze best practices from industry leaders.
- Implement practical strategies to integrate benchmarking findings into their organization's processes and operations.
- Drive continuous improvement initiatives and achieve performance excellence by leveraging insights gained from benchmarking activities.
- Analyze the appropriate methods of continuous improvement

## Targeted Audience:

- Manager who need to improve their skills in benchmarking and performance management
- Engineers.
- Accountants and finance staff.
- Operation Managers/Process Managers.
- HSE Leaders.
- Middle Managers and Team Leaders involved in process improvement.
- Project and Programme Managers.
- Change Leaders.
- Human Resource HR Professionals.

## Program Outlines:

## Unit 1:

### Performance Measurement: Why It Matters and How To Do It? :

- The Need for Performance Measurement.
- Using Measurement to Transform Your Organisation.
- 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 the Standard Deviation and Variance.
- The CATWOE Technique, RCA, 5-Whys, and Cause & Effect.
- Collecting and Analysing 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.