

# BENCHMARKING FOR BEST PRACTICES

## – CERTIFICATION COURSE ON TRADE BEST PRACTICE BENCHMARKING –

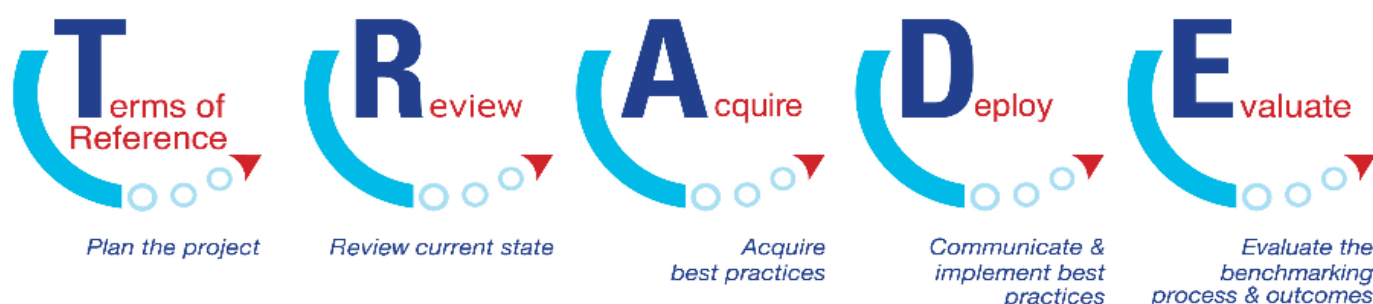
### WHY BENCHMARKING?

To be competitive in a fast-changing world it is imperative that organisations constantly review and refresh their management practices, processes, products, and services. Today there is a need for agility and innovation whilst managing costs and moving towards sustainability - there is simply less margin for error. *To meet these challenges, benchmarking is the most effective change management and breakthrough improvement approach there is.*

Benchmarking focuses on how to improve any given business process by combining “best practices” with new ideas and creativity to produce “next practices”. Reflected in business excellence award criteria more extensively than any other management concept, benchmarking promotes the emergence and evolution of a vibrant “learning culture” that constantly seeks and achieves higher levels of performance.

### WHAT IS TRADE?

The TRADE Best Practice Benchmarking Methodology is used in benchmarking projects to exchange (or “trade”) information and best practices to dramatically improve the performance of processes, goods, and services. TRADE provides a systematic and powerful approach to learn from other organisations, unlock the creativity of staff and implement best practices.



### TRAINING OBJECTIVES

- ♦ To provide participants with a comprehensive understanding of the TRADE Methodology
- ♦ To provide participants with the skills necessary to learn and apply best practices that deliver significant operational and financial benefits
- ♦ To kick-start a project of relevance to the participant’s organization

### CERTIFICATION



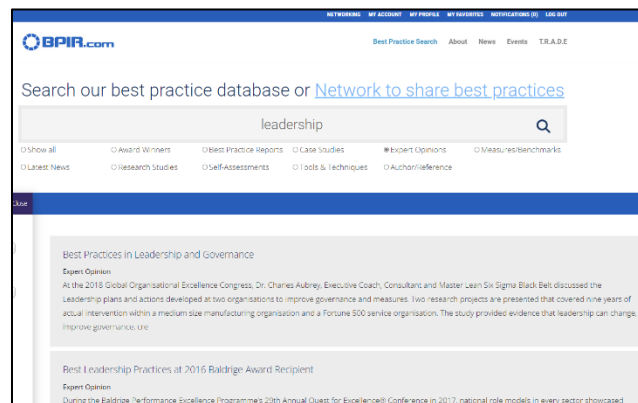
Training participants are awarded the TRADE Benchmarking Trained Certificate (Bronze). Completed benchmarking projects if rated as 3 Stars ★★ or above enable trainees to advance to Benchmarking Proficiency. To achieve TRADE Benchmarking Mastery (Gold) at least one benchmarking project needs to be completed at a 5 Star ★★★★★ level. This certification scheme was the first to be offered in benchmarking and is recognized by the Global Benchmarking Network.

### HISTORY OF TRADE

TRADE was developed by Dr Robin Mann, Centre for Organisational Excellence Research (COER), for the New Zealand Benchmarking Club in 2002, after his experience of managing the UK’s Food & Drinks Industry Benchmarking Club. In 2007, TRADE was enhanced when COER were commissioned to provide a benchmarking methodology for Singapore’s public sector. In 2009, a Certification Scheme was developed and in 2015, a 7-Star System for evaluating TRADE projects was launched for the Dubai Government’s “Dubai We Learn” initiative. Today, TRADE is used worldwide with case studies, research papers and books documenting its success and many winners and finalists of the most prestigious awards in best practices and benchmarking ([International Best Practice Competition](#) and [Global Benchmarking Award](#)) being committed users of TRADE.

### The TRADE methodology offers these advantages:

- It offers a proven approach. These are some of the benefits obtained by Dubai Government entities:
  - 100% digitization of the service contract cycle, resulting in a reduced contract completion time from an average of 210 to 24 days. Four major practices and 37 quick wins implemented with financial savings of more than 80 million AED and increased supplier satisfaction from 65% to 84% (Dubai Municipality)
  - Implemented 21 practices and improved employee happiness from 7.3 to 7.6 placing it in the top 10% of the happiest organisations in the world (KHDA)
  - 1479% total growth of solar installation projects (DEWA)
  - Increased productivity in the mechanical workshop from 40% to 72% and increased vehicle availability from 88% to 95% with savings of more than 14 million AED (Dubai Police)
  - Read the [Dubai We Learn book of 10 case studies](#) on how Dubai Government entities have used the TRADE Methodology.
- It is flexible and can be used for exploratory (1-12 week) or in-depth (13-36 week) projects.
- It provides a rigorous approach to planning and risk management with project progress constantly checked. If a project is not on- track, the project can be stopped, or its direction changed. All projects should deliver expected results and major benefits (potentially saving or generating millions of dollars for large projects).
- TRADE projects are supported by the Best Practice Improvement Resource (BPIR. com). This website contains a wealth of best practices and benchmarking data, and its networking portal assists organisations to find and contact benchmarking partners.
- It saves time and money. Twenty years' of benchmarking experience, working with hundreds of organisations, has been invested into the development and refinement of TRADE materials and template forms.



## PREPARATION WORK FOR TRADE TRAINING

The training is highly interactive. It is preferable that participants identify a benchmarking area of focus (a process, activity, or level of performance which needs to be improved) prior to the training. At the training participants will develop a Terms of Reference for a benchmarking project, plan the project and use different benchmarking tools. On completion of the training participants will understand what is required to complete a benchmarking project.

## IN-HOUSE (IN-PERSON) TRAINING DELIVERY MODE

**Training Length:** Training is typically for 3 days from 8.00am to 2.00pm or for 2 days from 8.00am to 5.30pm.

**No. of Participants:** Maximum of 20 participants or five teams (if team benchmarking projects have been agreed in advance and each team consists of a maximum of 5 team members).

**Training Fee:** US\$14,500 if training room and all facilities are provided. If 10 people or less are trained the fee reverts to US\$12,200. Payment to be received in full as quoted in COER Limited's bank account, therefore bank transfer fees or local tax to be paid by the client.

**Travel Expenses:** A fee is required for the trainer's travel expenses (this may be minor or nothing dependent on whether the trainer can accommodate the training into existing travel arrangements).

## REMOTE (ON-LINE) TRAINING DELIVERY MODE

**Training Length:** Training over four, 3-hour sessions held over a period of two or three weeks with practical exercises undertaken between sessions.

**No. of Participants:** Maximum of 12 participants or three teams (if team benchmarking projects have been agreed in advance and each team consists of a maximum of 5 team members).

**Training Fee:** US\$880 per person. A minimum of five people are required. Payment to be received in full as quoted in COER Limited's bank account, therefore bank transfer fees or local tax to be paid by the client.

## TRAINING SUPPORT MATERIALS

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The training includes TRADE Training Manual (soft copy), TRADE Project Management System, the TRADE Benchmarking Trained Certificate (Bronze) (soft copy) and one year's complimentary membership to the Best Practice Improvement Resource ([www.BPIR.com](http://www.BPIR.com)) for all participants.

## TRAINER

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**Dr. Robin Mann**, Founder, BPIR.com and TRADE Benchmarking; Director, Center for Organizational Excellence Research, New Zealand; Chairman, Global Benchmarking Network, Founder of the International Best Practice Competition & Organisation-Wide Innovation Award.

