

24 & 25 April 2014  
HOTEL VENUE TBC, SINGAPORE

# BENCHMARKING FOR EXCELLENCE

DEVELOPING WORLD-CLASS ORGANISATIONAL LEARNING THROUGH EFFECTIVE BENCHMARKING

*"A global survey on Business Improvement & Benchmarking by the Global Benchmarking Network, revealed that Informal Benchmarking was one of the most popular quality techniques used by 68% of organizations. Best Practice Benchmarking, used by 39%, delivered the most benefit with projects achieving returns of over S\$250,000."*

Given today's environment, there's simply less margin for error. Questions proliferate from organisations:

- **Why do we still get many customer complaints?**
- **How do we deliver better service without vastly increasing operational cost?**
- **How do we further improve product or service quality?**
- **How do we retain talent?**
- **How do we build a corporate learning culture?**

Benchmarking focuses on how to improve any given business process by exploiting "best practices" rather than merely measuring the best performance. Reflected in Business Excellence award criteria more extensively than any other management concept, benchmarking promotes the emergence and evolution of a "learning culture" throughout the organisation, and as such provides the key to continuous improvement and competitiveness over the long term.



Platform Facilitator:

**Dr. Robin Mann**

Founder & Head, Centre for Organisational Excellence Research, Massey University  
Chairman, Global Benchmarking Network

COER's proprietary TRADE benchmarking methodology was developed by Dr. Mann. In Singapore, since 2007, it has been approved by the Civil Service College for use in the public sector. Globally, 1,000's of people from the public and private sector have now been trained in TRADE.

The two-day intensive platform is for **individuals or teams that want to accelerate their benchmarking learning and kick-start projects that will deliver innovative solutions and best practices.** This platform is also the only route to certification in benchmarking and training by Dr. Mann - to provide assurance that your benchmarking projects are being conducted in a professional and effective manner.

Successful participants will be awarded the TRADE Benchmarking Trained Certificate (Bronze) by COER upon completion of the program which leads ultimately to the Trade Benchmarking Mastery Certificate (Gold).

**T**erms of Reference  
Plan the project

**R**esearch  
Research current state

**A**ct  
Undertake data collection & analysis

**D**eploy  
Communicate & implement best practices

**E**valuate  
Evaluate the benchmarking process & outcomes

STRATEGIC PARTNERS:



ORGANISED BY:



To register, please contact **MgDelxis Group** at:  
T: +65 6841 1379  
F: +65 6841 6343  
E: registration@mgdelxis.com  
W: www.mgdelxis.com

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MGDELXIS PLATFORM

## PURPOSE OF TRAINING

- Expected outcomes
- Role of expert?

## INTRODUCTION TO BENCHMARKING

- What is Benchmarking?
- Types of benchmarking
- Relationship of benchmarking with business excellence
- The case for benchmarking

## BENCHMARKING MATURITY – FROM AWARENESS TO EXPERTS

### EXERCISE

To assess current benchmarking maturity

## OVERVIEW OF THE BENCHMARKING PROCESS (TRADE)

- Terms of Reference (plan the project)
- Research (research current state)
- Act (undertake data collection & analysis)
- Deploy (communicate & implement best practices)
- Evaluate (evaluate the benchmarking process & outcomes)

## TERMS OF REFERENCE

(PLAN THE PROJECT)

- Introduction
- Determine area of focus for benchmarking project
- Develop project brief
- Form project team
- Train project team
- Understand benchmarking code of conduct
- Prepare Terms of Reference
- Plan benchmarking tasks
- Develop documentation system
- Review Terms of Reference process
- Obtain approval to start the next stage of TRADE

### EXERCISE

TRADE – Develop Terms of Reference

## RESEARCH (RESEARCH CURRENT STATE)

- Introduction
- Understand area of focus to be benchmarked
- Define performance measures
- Identify current performance
- Review Research process
- Obtain approval to start the next stage of TRADE

### EXERCISE

TRADE – Research

## ACT (UNDERTAKE DATA COLLECTION & ANALYSIS)

- Introduction
- Establish criteria for selecting benchmarking partners
- Select potential benchmarking partners
- Invite and acquire benchmarking partners
- Prepare for data collection
- Collect and store data
- Analyse data
- Formulate recommendations
- Review Act process
- Obtain approval to start the next stage of TRADE

### EXERCISE

TRADE – Act

## DEPLOY (COMMUNICATE & IMPLEMENT BEST PRACTICES)

- Introduction
- Communicate findings
- Develop action plan
- Obtain approval for action plan
- Implement actions
- Review deploy process
- Obtain approval to start the next stage of TRADE

## EVALUATE (EVALUATE THE BENCHMARKING PROCESS & OUTCOMES)

- Introduction
- Perform cost /benefit analysis
- Review TRADE process
- Share experiences and project outcomes
- Close project



## WHO SHOULD ATTEND

COOs, Directors, Vice Presidents, General Managers, Senior Managers, Managers and Specialists of:

- Corporate Development / Planning
- Quality
- Strategic Planning
- Business Excellence
- Organisation Planning

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## PROFILE OF PLATFORM FACILITATOR

Dr Robin Mann is:

- Founder and Head of the Centre for Organisational Excellence Research, [www.coer.org.nz](http://www.coer.org.nz), Massey University. This is a Centre that undertakes doctorate level research into business excellence and benchmarking.
- CEO of COER Limited. COER Limited provides consultancy and training services in business excellence and benchmarking.
- Founder of BPIR.com Limited. The [www.bpir.com](http://www.bpir.com) is a leading internet resource for sharing benchmarks and best practices. All Singapore Quality Class organisations have free access to the BPIR courtesy of SPRING Singapore.
- Chairman of the Global Benchmarking Network, [www.globalbenchmarking.org](http://www.globalbenchmarking.org). The GBN promotes and supports benchmarking in over 25 countries.

Dr. Mann is the founder of the TRADE Best Practice Benchmarking methodology which was initially tested and endorsed by Singapore's Civil Service College in 2007. 1,000's of people have now been trained in the methodology. He has extensive benchmarking experience including leading the UK Food and Drink's Industry Benchmarking Club, New Zealand Benchmarking Club, and organising the International Best Practice Competition.

In addition, Dr. Mann has helped over 300 organisations undertake self-assessments using a variety of business excellence self-assessment tools. He is a trained assessor of both the EFQM Excellence Model and the Baldrige Criteria. In 2011 he completed a major study on business

excellence in India, Japan, Singapore, Taiwan and Thailand for the Asian Productivity Organisation. He has written over 35 refereed journal papers, 6 short books and is a sought after keynote speaker. He obtained his PhD in Total Quality Management at Liverpool University in 1992. He was awarded the Harrington/Ishikawa Medal in 2011 for contributions to the advancement of quality in the Asia Pacific region.

TESTIMONIALS FROM PAST DELEGATES

“Presentation easily understood and relevant.”  
Fonterra (New Zealand)

“The extent of learning has been tremendous. Thank you for the many takeaways, the TRADE methodology being one of them.”  
Ministry of Education

“Good interaction using our own organisation's project.”  
NTUC LearningHub

“Very insightful workshop learning from the master – Dr. Mann himself.”  
Vital.org, Ministry of Finance

## PROFILE OF MGDELXIS GROUP

MgDelxis is one of Southeast Asia's leading boutique providers of executive learning, human capital development and speciality event management.

Since 2004, MgDelxis has researched and delivered well-received regional Specialist-to-Organisational (S2O) platforms that enabled leading practitioners in their Specialised fields to communicate their expert opinions and share exclusive intellectual property at both strategic and tactical level with business and organisational executives.

These extensively researched platforms and relevancy of knowledge capital shared are key factors why President Directors, Vice Presidents (Senior, Executive & Assistant), Managing Directors, General Managers, Directors, Senior Managers, Division/Department Heads and Government officials from the Anti Corruption Agency (Malaysia & Brunei), Brunei Shell Petroleum, Bank Indonesia, Krung Thai Bank, Siemens Pte Ltd, Singapore Mass Rapid Transport (SMRT) amongst many others, choose to participate in our platforms.

Past platforms organised include “Optimising Human Capital”, “Corporate Fraud Risk Management”, “HR Business Continuity Management”, “Digital Forensic Investigation”, “Liquidity Risk” and “Benchmarking for Excellence”.

### Small Class Size

Our commitment to small class size means that each platform is limited to 20 places only. This is to allow maximum interaction between facilitator and delegates as well as among delegates. Therefore, we strongly urge you to register today to secure your place for the platform.

### In-House Training

In-house training on TRADE can be organised for organisations which are ready to launch a number of benchmarking projects. Kindly contact MgDelxis for further information.

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MGDELXIS PLATFORM  
CONTRACT

TO REGISTER, PLEASE FAX THIS COMPLETED CONTRACT TO +65 6841 6343

## Delegate A

Delegate's Name: (Mr./Ms./Mrs./Dr.)

Position:

Email:

## Delegate C

Delegate's Name: (Mr./Ms./Mrs./Dr.)

Position:

Email:

## Delegate B

Delegate's Name: (Mr./Ms./Mrs./Dr.)

Position:

Email:

## Delegate D

Delegate's Name: (Mr./Ms./Mrs./Dr.)

Position:

Email:

## Organisation

Name of Organisation:

Address:

Postcode:

State:

Country:

Tel:

Fax:

## Authorisation *(Signatory must be authorised to sign on behalf of contracting organisation)*

Name:

Position:

Signature:

Date:

*This contract is invalid without an authorised signature*

## For Singapore's Government Agencies *(E-Invoice via Vendors@Gov)*

Department:

Sub-BU:

Attention To:

Purchase Order ID (if any):

## PLATFORM FEES

- **SGD 2,080.00 per delegate**
- **SGD 5,300 per team of 3 delegates**  
\*includes 01 one-year complimentary individual membership to the Business Performance Improvement Resource ([www.BPIR.com](http://www.BPIR.com))

Fees inclusive of:

- platform materials,
- luncheons and refreshments

## CANCELLATION / SUBSTITUTION

Substitution is welcome at any time. The registration carries an immediate 50% liability once MgDelxis Group receives the completed platform contract. In the event of cancellation, to obtain the balance of the platform fee as a credit to be applied against another MgDelxis Group event, a written notice of cancellation must be received by MgDelxis Group via email or fax 3 weeks before the platform date. Cancellation with less than 3 weeks notice prior to the platform date carries a 100% liability of the platform fees with the platform materials being sent to the client. Payment must be made prior to the platform and the client agrees that in case of dispute or cancellation of this platform contract MgDelxis Group will not mitigate its losses for less than 50% of the platform fees. If for any reason MgDelxis Group decides to amend this platform, we are not responsible for the airfare, hotel accommodation or any other costs incurred by the client. In the event that MgDelxis Group cancels the platform, MgDelxis Group reserves the right to transfer this registration to another platform to be held in the following twelve months, or to provide a credit of an equivalent amount to another platform within the following twelve months.

Indemnity: Should for any reason beyond the control of MgDelxis Group, the venue or the facilitator change, or the platform to be cancelled due to an act of terrorism, extreme weather conditions, industrial action or non-performance by the platform facilitator, MgDelxis Group shall endeavour to reschedule but the client hereby indemnifies and holds MgDelxis Group harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. Both MgDelxis Group and the client agree that this contract is governed and constructed in accordance with the laws of Singapore and hereby submit to the jurisdiction of the courts of Singapore.

## REGISTRATION



+65 6841 1379



+65 6841 6343



registration@mgdelxis.com

## PAYMENT METHOD

Payment is required within 10 working days from the invoice date

- Cheque
- Telegraphic Transfer