

26 & 27 March 2015

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





