

Benchmarking – A Tool for Breakthrough Improvements



Decide with Confidence

As customers become more demanding and knowledgeable, competitions among organizations to provide the best service become more intense. "We are no longer settling for incremental change when real breakthrough is required," remarked Kay R. Whitmore, the Chairman, President and CEO of Eastman Kodak Company. Benchmarking is one such tool that can help your organization achieve that breakthrough change. Benchmarking is a recognized means of helping your organization improve by comparing its standards and performance against outstanding organizations around the world. It lets you know if you are ahead or behind your competitors. After the workshop, participants will be able to conduct benchmarking in their own department and company based on a 4-phase 10-step method adapted from the Xerox Benchmarking Process.

Learning Objectives

- How to take stock of your present business process.
- How to compare with other organizations.
- How to learn from those that are superior in their practices, and improve.

Program Outline

- What is benchmarking?
- What to benchmark?
- Formation of Benchmarking Teams and Sponsors
- The various methods of Data Collection
- Determining Performance Gaps
- Establishing Best Practices and Enablers
- Developing Action Plans
- Recalibration

Special Features

- How to determine the Critical Success Factors of your own business process
- Learn the 4-phase 10-step Xerox Benchmarking process
- Worksheet exercises on each stage of the Benchmarking process
- Discussion on Benchmarking Code of Ethics
- Discussion of Singapore Quality Class

Methodology

- Case studies examples
- Group discussions
- Group presentations

Who Should Attend

Executives, Managers and Supervisors who want to use benchmarking to achieve superior performance in their companies or own departments

ABOUT THE TRAINER – MR JOHN TEO

John Teo has more than 25 years of working experience in senior management and more than a decade of training, management development and facilitation experience.

John is the only Asian to win a magic invention competition organized by Sterling Magic Creations of USA. His articles on magic and tricks are being published in international magic periodicals such as The Linking Ring, Abracadabra, Magigram, Chicanery, etc. For the past several years, he has been invited to be one of the judges of an international magic competition.

Combining his success in management, business and magic, John is best qualified to teaching creativity and innovation. John had delivered Creativity workshops to Neptune Orient Lines, National Library Board, and McDonalds Asia Pacific. Here is what one satisfied customer said of his Creativity workshop : "Thank you, John, for all your valuable instruction and hard work at our McDonald's conference. You were much appreciated by all of our attendees for your wit, charm, knowledge of subject and ability to deliver. You're the best!" – *Carl (CW) Wolfe, Global Manager, Marketing, McDonald's Corporation.*

Besides Creativity and Innovation, John also specializes in the areas of Change Management, Leadership, Managing Conflicts, Handling Difficult People and Interpersonal Communications. Some of his clients include Jurong Shipyard, Land Transport Authority of Singapore, Management Development Institute of Singapore, Ministry of Defence and Singapore Prison Services.

John is a Certified Professional Behavioural Analyst (CPBA), and a member of the Marketing Institute of Singapore (MMIS). In addition, he also holds a Bachelor of Engineering from the National University of Singapore, and a Certified Professional Trainer from the International Professional Association, UK

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Date: 23 May 2008, 9am – 5pm
Venue: Grand Park Plaza Hotel, City Hall

Fee: [] S\$370 for D&B Subscriber [] S\$450 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 22 Apr to receive a 10% off usual fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee

Fax the completed registration form to 6318 7832

Participant Profile

Name 1: _____ **Designation:** _____

Email: _____ **(DID):** _____

Name 2: _____ **Designation:** _____

Email: _____ **(DID):** _____

Name 3: _____ **Designation:** _____

Email: _____ **(DID):** _____

Name of Company: _____

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