



# TRADE

for best practices ◀

## Certified Benchmarking Training - Level 1

World-Class Organisational Learning through Professional Benchmarking

11-12 May 2011, Dubai: organised by Dubai Quality Group

A 2008 global survey of 500 organisations of all sizes and sectors, conducted by the Global Benchmarking Network, revealed that Informal Benchmarking was one of the most popular quality techniques, used by 69% of organisations. Best Practice Benchmarking, used by 39%, delivered the most benefit with projects achieving returns of over US\$250,000.

Given today's environment, there is simply less margin for error. Organisations want to know:

- Why do we still get many customer complaints?
- How do we deliver better service without vastly increasing operational cost?
- How do we increase the value of our brand?
- 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 long-term improvement and competitiveness.

### TRADE Benchmarking Methodology

The Centre for Organisational Excellence Research's (COER) proprietary TRADE Benchmarking methodology was developed by Dr Robin Mann, after pioneering a number of benchmarking initiatives such as the Food and Drinks Industry Benchmarking Club in the UK, the New Zealand Benchmarking Club, and the Business Performance Improvement Resource, [www.bpir.com](http://www.bpir.com), an internationally recognised benchmarking portal.

Robin now serves as the Chairman of the Global Benchmarking Network, [www.globalbenchmarking.org](http://www.globalbenchmarking.org)

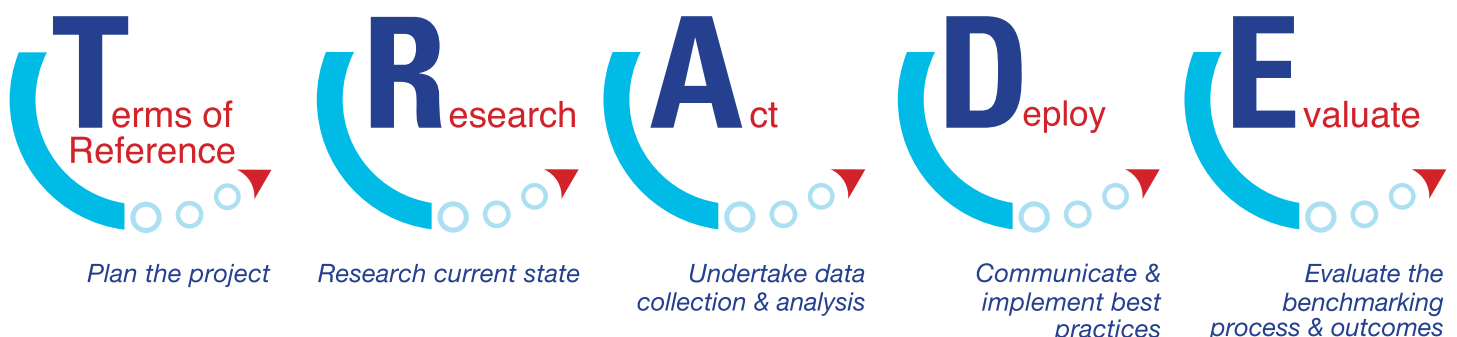
The TRADE benchmarking methodology focuses on the exchange (or "trade") of information and best practices to improve the performance of processes, goods, and services.

Benchmarking projects should be targeted at those areas that will deliver the best value to an organisation. The project aim can be broad or specific and may relate to improving the performance of a process, activity/task, business improvement tool, equipment, strategy or behaviour. Once a project aim is set, the process or activity to be studied can be broken down into its component parts and current performance measured. Benchmarking partners can then be identified, and their practices studied through surveys or site visits. An analysis is then conducted to determine which processes or activities should be adapted and implemented.

### Why TRADE?

The TRADE methodology offers these advantages:

- It offers a **proven approach**. It has been used by private and public sector organisations of all sizes (for example, it is used in the UK, NZ, Taiwan, UAE, and is the approved methodology for Singapore's Public Service).
- It is **flexible** and can be used for exploratory (1-12 week) or in-depth (13-36 week) projects.



- It is **easy to explain and communicate**, as it only consists of 5 stages and has a memorable name!
- It provides a **step-by-step approach**. Within the 5 stages, there are simple steps to be followed.
- It provides a **rigorous approach to planning**, which ensures that the project will only proceed after a cost / benefit analysis has been undertaken.
- There is a **strong likelihood of success**, as projects are supported through a TRADE project management spreadsheet, a TRADE training manual (consisting of a comprehensive set of benchmarking resources and template forms), and a benchmarking certification scheme.
- It **saves time and money**. Fifteen years' of benchmarking experience, working with hundreds of organisations, has been invested into the development and refinement of TRADE materials and template forms. TRADE licence holders will have full access to these (and future updates), and so will not need to develop their own materials at considerable expense.
- It **delivers results**. After each stage of TRADE, the project is reviewed to ensure it is on-track. If it is not on-track, the project can be stopped or the direction of the project changed. Therefore, all projects should deliver the expected results and major benefits (potentially saving or generating millions of dollars for large projects).

## Certification

Individuals trained in TRADE can advance their knowledge of benchmarking through the accompanying certification scheme - to ensure that benchmarking is applied professionally. This certification scheme is the first to be offered in benchmarking, and recognises the need to advance the professionalism of this field.



## Training Schedule & Registration Details

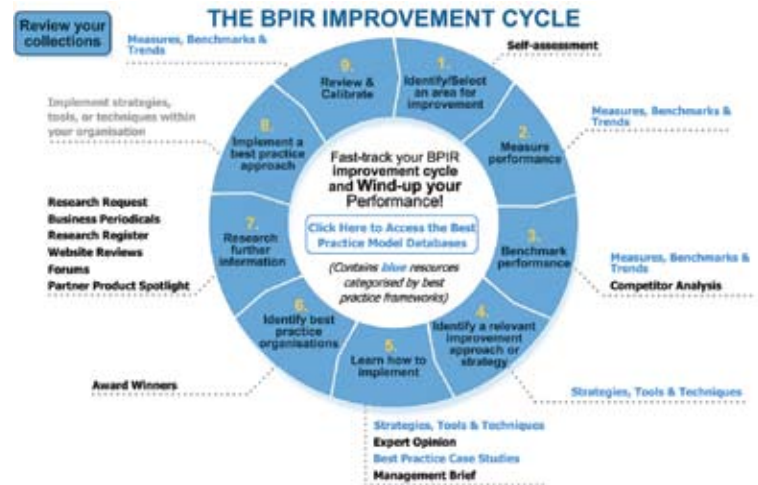
At a 2-day interactive workshop in TRADE you will be introduced to a number of tools in practical work sessions that will help you in the planning and undertaking of a benchmarking project. It is beneficial if you are able to identify a benchmarking area of focus (a process, activity, or level of performance which needs to be improved) prior to the workshop. Successful participants will be awarded the TRADE Trained in Benchmarking Certificate (Bronze).

### Workshops are being run as follows:

- **Dubai:** organised by the Dubai Quality Group, **11-12 May 2011**. To register complete the form at [www.dqg.org](http://www.dqg.org) or contact Salman Viralipurath, Deputy Managing Director, Dubai Quality Group, [www.dqg.org](http://www.dqg.org) - ph: 971 4 3431 950, or email: [salman.viralipurath@dqg.org](mailto:salman.viralipurath@dqg.org)

## On-going Benchmarking Support

TRADE benchmarking projects are supported by the BPIR.com best practice resource. This website contains a huge amount of benchmarking and best practice information and is applicable to all businesses. This is accompanied by a networking portal, enabling its 8,000 members to network and learn from each other.



## Feedback from 2009/10 Interactive Workshops:

- "I have learned far more than I expected to and will take away a vast amount of valuable material".
- "This has been the most beneficial course I have attended. I have been enthused by the TRADE approach and will most definitely use it back in the workplace".
- "Great practical course on Benchmarking and how to carry it out".
- "This training has provided me with a credible methodology for tackling long-term issues and triggered a number of significant business related queries".
- "Excellent course - food for thought!"

## For further information:

Visit [www.coer.org.nz/trade.htm](http://www.coer.org.nz/trade.htm) or contact:

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