



# TRADE

for best practices ◀

## Benchmarking for Excellence and Innovation

World-Class Organisational Learning through Professional Benchmarking

**21st to 22nd November, Wellington - New Zealand**

A 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 Best Practice Benchmarking

The TRADE Benchmarking Workshop is offered by the Centre for Organisational Excellence Research, [www.coer.org.nz](http://www.coer.org.nz) COER, the developers of the TRADE benchmarking methodology, are pioneers in the benchmarking field having founded and led initiatives such as the New Zealand Benchmarking Club (2000-2004), BPIR.com - Benchmarking and Best Practice Portal (2002 onwards), International Best Practice Competition (2012 onwards)

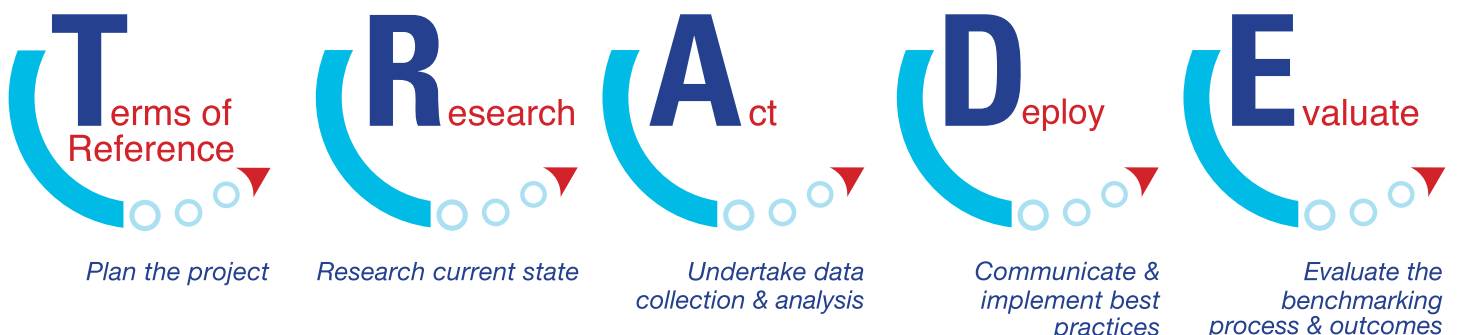
and Global Benchmarking Awards (2012 onwards). COER, led by Dr Robin Mann, chairs the leading authority in benchmarking, the Global Benchmarking Network, [www.globalbenchmarking.org](http://www.globalbenchmarking.org)

The TRADE benchmarking methodology is now used by 1000's of organisations that understand the benefits of using a structured approach to undertaking benchmarking projects. The methodology encourages innovation at each and every step so that the resultant best practices or solutions combine the ideas of your own people with the learning from other organisations.

**TRADE focuses on the exchange, or 'trade', of information and best practices to dramatically 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**. Globally, 1000's of people from the private and public sector have been trained in TRADE. New Zealand users include Fonterra and in Singapore it is used throughout their public sector.
- 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

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

This workshop will be held in **Wellington, 21 to 22 November**. The trainer will be Michael Voss, Senior Associate Consultant, COER and Director of PYXIS Consulting. Michael has extensive experience in TRADE having been involved in the development of the TRADE benchmarking methodology, and conducted TRADE benchmarking workshops overseas.

For a registration form and to book, please visit <http://blog.bpir.com/benchmarking/trade-best-practice-benchmarking-workshops/> For course enquiries contact Michael Voss, Michael@coer.org.nz or 0274 433 908.

**In-house courses are also available.** These are great for kick-starting benchmarking projects in one or more areas. Contact Dr Robin Mann, Director, COER, r.s.mann@massey.ac.nz

### On-going Benchmarking Support

All workshop attendees will be given 3-months free access to the BPIR.com. The BPIR.com contains benchmarks and 1,000's of case studies of best practices and is useful for identifying potential benchmarking partners.

### Feedback from Recent 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!"

### Supporters and Partners:

