

Intelligent Benchmarking and beyond

Intelligent benchmarking isn't just about comparing benchmarking numbers, it's a process to target problem areas, identify solutions and implement changes that improve results.

It goes beyond numbers and looks at processes, resources and systems.

Going Beyond Benchmarking

Going beyond benchmarking and evaluating your operations is critical to your success. It tells you whether your operations are as efficient and effective as possible and identifies things you can do so you can serve the core needs of your organization better.

Why go Beyond Benchmarking?

Taking Benchmarking one step further - from comparing numbers to evaluating practices - gives you the details you need to make changes and improvements in processes, resources and systems based on leading practices and other organization's successes.

The 10 Step Process

Use the 10 step process on the other side of this card to go Beyond Benchmarking in your organization.

Sell with Intelligent Benchmarking

With Intelligent Benchmarking, you can sell your ideas and justify your initiatives.

- ★ Details support initiatives
- ★ Evidence and Facts sell
- ★ Results are compelling
- ★ Comparisons carry weight

"The only people in the world who can change things are those who can sell ideas" - Lois Wyse, advertising executive

Numbers lead you to Problems

Problems are solved with Practices

Practices Get Results

The 10 steps

1 Identify and Rank Critical Success Areas - To start, figure out what's important to your organization. You support your core business and what you do has an impact. Identify the impacts you have influence over.

2 Select Areas to Improve - After identifying critical areas, select the ones you can improve. Choose a couple to target and make sure it's a high-impact area you can make changes to. Don't waste time on things you will have a hard time changing.

3 Compare Results using Benchmarks - Use general benchmarking data to compare results in the area you selected. Benchmarking can be from industry sources, studies and reports, colleagues and internal comparisons.

4 Choose Results that are not Superior - Carefully assess the results and choose the benchmarked results where your performance is either equal or below the benchmarks. Leave the ones that perform better for later, but you will be able to find improvements in those areas too.

5 Isolate processes, resources and systems - Where results aren't superior, dig deep to identify the processes, resources (including staff, supplies, subcontractors, etc.) and systems required to get results. These must support areas you are focusing on and be things you can influence or change.

6 Analyze each one for impacts - Analyze each of the processes, resources and systems to find bottlenecks, performance problems and other issues that prevent results. Compare with others, ask your staff and suppliers and investigate all possibilities.

7 Focus on problems - The problem areas will become evident and you can then focus on those areas, gathering more information and going into more details as required.

8 Test your practices against leading practices - Collect information, understand what is happening and seek out direct benchmarking information to compare practices with. This shouldn't be simple number comparisons, it must include how you are organized, the type of systems you have in place, training you provide and procedures you employ.

9 Adopt leading practices and make changes - When you have identified leading practices that are better than yours, develop a plan to adopt them in your organization and create an implementation strategy.

10 Repeat for other Areas - Start again and improve the next critical success area you identified in the first step.

How can Intelligent Benchmarking help?

- ★ Identify superior performance to emulate.
- ★ Learn about leading practices.
- ★ Asks tough questions and focuses attention.
- ★ Documents evidence for business justification.



This management tool is provided by Strategic Advisor, an FM consulting firm specializing in the Facility and Building Management Industry.

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