MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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THE TECHNIQUES & PRACTICES OF BENCHMARKING

"Driving Continuous Improvement Through Performance Comparison and Best Practice Adoption"

Schedule

Date	Venue	Fees (Face-to-Face)
13 – 15 May 2026	Dubai, UAE	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Benchmarking is a powerful methodology that enables organizations to evaluate their performance, identify gaps, and adopt best practices from industry leaders. Whether applied to processes, products, or strategy, benchmarking fosters a culture of learning, innovation, and excellence.

This intensive course equips professionals with practical skills to plan, execute, and evaluate benchmarking initiatives. Participants will learn to select appropriate benchmarking types, collect and analyze performance data, and implement improvements based on internal and external comparisons.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and value of benchmarking in business improvement
- Design and implement structured benchmarking initiatives
- Select and apply the right type of benchmarking (internal, competitive, functional, generic)
- Use data collection and performance analysis tools
- Translate benchmarking results into actionable improvement plans

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Why Attend

- Identify performance gaps and competitive opportunities using proven tools
- Learn how to compare processes with industry leaders and best-in-class performers
- Understand the full benchmarking lifecycle, from planning to implementation
- Strengthen your role in strategy, quality, or operations improvement
- Gain confidence in using benchmarking to support change initiatives

Target Audience

This program is designed for:

- Strategy, Quality, and Process Improvement Managers
- Operations and Performance Management Professionals
- Project and Business Excellence Leaders
- HR and Learning & Development Leaders involved in capability benchmarking
- Anyone responsible for performance analysis or organizational development

Individual Benefits

Key competencies that will be developed include:

- Benchmarking planning and data collection techniques
- Analytical thinking and performance gap identification
- Comparative analysis of internal and external performance
- Best practice transfer and change management support
- Strategic insight for continuous improvement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Structured approaches to compare and improve performance
- Enhanced use of data to support decisions and improvements
- Alignment of internal practices with industry standards and innovations
- Improved operational efficiency and customer satisfaction
- Support for strategic initiatives such as digital transformation or lean deployment

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Benchmarking frameworks and typologies
- Case Studies – Benchmarking success stories and failure analysis
- Workshops – Design benchmarking studies and analyze gaps
- Peer Exchange – Compare challenges across sectors
- Tools – Gap analysis templates, scorecards, and benchmarking plans

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Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations and Types of Benchmarking

- Module 1: Introduction to Benchmarking (07:30 – 09:30) • Definition, goals, and key principles • Benefits and risks of benchmarking
- Module 2: Types of Benchmarking and Use Cases (09:45 – 11:15) • Internal, external, functional, and generic benchmarking • Case examples from different industries
- Module 3: The Benchmarking Process Framework (11:30 – 01:00) • Five phases: planning, analysis, integration, action, maturity
- Module 4: Workshop – Select a Benchmarking Opportunity (02:00 – 03:30) • Participants identify and define a performance area to benchmark

Day 2: Planning and Data Collection

- Module 5: Benchmarking Study Design (07:30 – 09:30) • Objectives, scope, partners, and governance
- Module 6: Data Collection Techniques (09:45 – 11:15) • Surveys, interviews, site visits, and documentation reviews
- Module 7: Validating and Analyzing Benchmarking Data (11:30 – 01:00) • Comparability, normalization, and performance metrics
- Module 8: Workshop – Conduct a Benchmarking Analysis (02:00 – 03:30) • Use a sample dataset to identify gaps and best performers

Day 3: Turning Benchmarking into Action

- Module 9: Gap Analysis and Performance Improvement (07:30 – 09:30) • Root cause analysis, prioritization, and setting targets
- Module 10: Implementing Best Practices (09:45 – 11:15) • Knowledge transfer and change management
- Module 11: Measuring Impact and Sustaining Improvements (11:30 – 01:00) • Tracking KPIs and continuous benchmarking cycles
- Module 12: Final Workshop – Create a Benchmarking Roadmap (02:00 – 03:30) • Action plan for participants' benchmarking project

Certification

Participants will receive a Certificate of Completion in The Techniques & Practices of Benchmarking, validating their ability to apply benchmarking tools and frameworks to identify performance gaps, adopt best practices, and drive strategic improvement.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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