Publication date : 08/09/2024

Course : Managing a Benchmarking project

Practical course - 2d - 14h00 - Ref. BEN
Price : 1360 € E.T.

Benchmarking is an essential innovation lever for any company. This course provides an understanding of benchmarking as both a comparative analysis method and a management tool. It identifies best practices.

Teaching objectives

At the end of the training, the participant will be able to:

- Identify the different types of benchmarking
- Drawing up project specifications
- Identify information sources and partners
- Analyze the data collected
- Communicating best practices to teams

Intended audience

Project managers responsible for benchmarking, product managers, marketing and sales managers, consultants.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Collective reflection based on real cases, case studies, role-playing exercises followed by personalized debriefing, exchange of best practices.

Course schedule

PARTICIPANTS

Project managers responsible for benchmarking, product managers, marketing and sales managers, consultants.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the challenges of benchmarking

- Definitions and related concepts.
- A tool for competitiveness.
- Different types of benchmarking: competitive, internal, functional, generic, strategic.
- Comparative study.
- Applications (production, logistics, management, marketing, sales, etc.).
- Action on costs or deadlines.

Exercise

Reflection on the different types of benchmarking.

2 Mastering the benchmarking approach

- The different methods.
- Benchmarking with direct competitors.
- Internal, external and function-oriented benchmarking.
- Conditions for success. The four phases and ten steps of the process.
- Clearly identify problems and malfunctions in your business.
- Establish the benchmarking framework. Draw up specifications.
- Choosing companies.
- Define performance indicators.

Hands-on work

Les participants rédigent et présentent le cahier des charges du projet de benchmarking.

3 Benchmarking project

- Appoint a project manager and set up a dedicated team.
- Choose your partners.
- Identify sources of information (Internet, specialized press).
- Set up a steering committee.

Hands-on work

In sub-groups, identify relevant sources of information on the case presented.

4 Exploiting the data collected

- Analyze performance and measure deviations.
- Identify the causes of non-performance.
- Identify high-performance data and practices.
- Analyze the data collected.
- Set future performance levels.
- Identify areas for improvement.
- Develop an action and evaluation plan.
- Set up an improvement tracking table.

Case study

Identify the causes of non-performance based on the data collected. Build an action and evaluation plan.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.

• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.

• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Transposing best practices

- Communicate results internally using performance monitoring charts.
- Validate their operational deployment with the teams.
- Driving change.

Hands-on work
Build communication with internal teams and get their buy-in.

Dates and locations

REMOTE CLASS
2026 : 8 June, 10 Sep., 7 Dec.

PARIS LA DÉFENSE
2026 : 8 June, 10 Sep., 7 Dec.