Achieving Performance Excellence through Benchmarking

30 August – 3 September 2027
Brussels (Belgium)



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Why This Course

In an increasingly competitive global environment, continuous improvement and performance excellence are essential to organizational success. The Benchmarking for Performance Excellence Program is an intensive 1-week course designed to equip professionals with the knowledge, frameworks, and tools needed to identify, evaluate, and adapt best practices from industry leaders.

Participants will learn how to design and execute benchmarking projects that drive measurable improvement, enhance efficiency, and foster innovation. Combining strategic insight with practical techniques, this program enables organizations to transform benchmarking data into actionable strategies that strengthen competitiveness and performance across all functions.

What You'll Learn and Practice

By completing this program, participants will:

- Understand key principles, methodologies, and types of benchmarking.
- Develop structured approaches for planning and executing benchmarking projects.
- Master data collection, analysis, and interpretation techniques for performance comparison.
- Identify, evaluate, and implement best practices for operational excellence.
- Build strategies to sustain benchmarking as part of a continuous improvement culture.

The Program Flow

Day 1: Introduction to Benchmarking

- Principles and evolution of benchmarking.
- Types of benchmarking: internal, competitive, functional, and strategic.
- Benefits, limitations, and ethical considerations.
- Selecting benchmarking focus areas and identifying suitable partners.

Day 2: Planning and Preparing for Benchmarking

- Developing a comprehensive benchmarking project plan.
- Forming effective cross-functional benchmarking teams.
- Defining performance metrics and KPIs.
- Designing data collection tools, templates, and methodologies.



Day 3: Data Collection and Analysis

- Gathering internal performance data for comparison.
- Sourcing and validating external benchmarking data.
- Analyzing performance gaps and identifying improvement priorities.
- Extracting and documenting best practices for replication.

Day 4: Implementing Benchmarking Findings

- Developing action plans to implement best practices.
- Adapting external insights to align with internal contexts.
- Managing organizational change and overcoming resistance.
- Measuring progress and evaluating implementation outcomes.

Day 5: Sustaining Benchmarking Efforts

- Embedding benchmarking into strategic planning and performance management.
- Establishing systems for continuous learning and improvement.
- Building internal benchmarking capabilities and knowledge-sharing platforms.
- Creating a roadmap for ongoing benchmarking initiatives and innovation.

Individual Impact

- Gain the expertise to plan and manage benchmarking projects effectively.
- Develop analytical and strategic thinking skills for performance improvement.
- Strengthen decision-making based on data and proven best practices.
- Enhance your ability to drive continuous improvement and innovation.

Organizational Impact

- Improve operational performance through data-driven insights.
- Identify and implement world-class best practices for sustainable excellence.
- Build a culture of continuous improvement and innovation.
- Strengthen competitiveness and agility through informed benchmarking strategies.

Training Methodology

This program integrates conceptual understanding with applied learning through:

- Interactive workshops on benchmarking, planning, and data analysis.
- Case studies from global industry leaders demonstrating successful benchmarking.
- Group exercises on best practice identification and implementation.
- Practical toolkits and templates for real-world applications.



Beyond the Course

Upon completion, participants will be equipped to design, implement, and sustain benchmarking initiatives that drive measurable organizational improvement and performance excellence.

Graduates of this program will emerge as change leaders — capable of transforming benchmarking insights into lasting strategic advantage.

