Benchmarking 2030

Project Overview

Bruce Searles, Project Leader and Director, Business Development, Global Benchmarking Network,

Dr Robin Mann, Chairman, Global Benchmarking Network and
Dr Holger Kohl, Fraunhofer IPK
Agenda for this Session

- Bruce Searles, Australia – Benchmarking 2030 Project
- Oliver Riebartsch, Germany – Global Megatrends
- Bruce Searles, Australia – Benchmarking 2030 Findings and Recommendations
- Dr Holger Kohl, Germany – Personal Views
- Dr Robin Mann, New Zealand – Personal Views
- Discussion – Your Views
- Bruce Searles, Australia – Summary & Next Steps

www.globalbenchmarking.org
Benchmarking Definition

*Benchmarking is a relentless strategic discovery process;*

*To find and learn best practices*

*To Improve / Innovate*

*To Sustain*
Agenda for this Presentation

1. Why Benchmarking 2030

2. How
KEY BASIC QUESTIONS
BENCHMARKING TO 2030

1. Whether?

2. What?

3. How?

GBN Role

www.globalbenchmarking.org
1. **GBN Project** Team – Dr Holger Kohl, Dr Robin Mann, Bruce Searles (project leader)

2. **Desktop Research Report** – Interim Report

3. Input from **GBN Members** & **Targeted Others** – globally – survey questions

4. Blog

5. Roundtables

6. **Final Report** – regularly updated
FEEDBACK FROM BENCHMARKERS

• A company which is seen as sustainable will be seen as successful. Benchmarking can speed up the proliferation of best practice and also speed up the progress made on each Megatrend

• If somebody invented a new and great product, service or process - why do I have to invent again?

• Benchmarking cannot be considered as a tool for business only
FEEDBACK FROM BENCHMARKERS
ROLE OF BENCHMARKING

• The market is changing like 10X speed, the benchmarking will be in breakthrough range

• For companies to survive and flourish nowadays they need to keep track with the developments globally. This can be achieved through benchmarking
Roundtable in Kuwait
FEEDBACK FROM ROUNDTABLE
ROLE OF BENCHMARKING

Benchmarking is a natural thing to grow civilizations

Transparency will need to increase for a sustainable future – Benchmarking can encourage transparency to certain limits so that competition is not adversely affected
Summary and Recommendations

- The Benchmarking 2030 Project – vital to our future
- Benchmarking Definition – does GBN really have a relevant one
- Global Megatrends – some challenging questions
- Trends in Benchmarking – is GBN & benchmarking too tactical?
- Potential Technology Solutions – is current technology just a blip?
- Maturity of Benchmarking – is it relevant for the future?
- The Search for Information – not much out there on our future.
REPORT (continued)

- The GBN Itself – are we relevant for the future?
- Feedback from Benchmarkers
- Next Steps – towards the Roundtable in 2010
- Key Questions for the Roundtables – what we asked?
- How the Roundtables are Conducted
- Key Conclusions from the 2010 Roundtable
- Conclusion for the Report
APPENDICES TO THE REPORT

- Megatrends Report by Ronald Orth, Fraunhofer IPK
- Questionnaire Results Summary by Amhed Abbas, Bahrain Quality Society
- Benchmarking Past, Present and Future by Dr Robin Mann, Massey University NZ
- Benchmarking 2030 Presentation to GBN Annual Conference, Kuwait, December 2010 by Bruce Searles, Managing Partner, Benchmarking Partnerships
- Notes from GBN Roundtable Discussions regarding Benchmarking 2030, GBN Annual Conference, Kuwait, December 2010 by Bruce Searles
- Benchmarking 2030 Questionnaire – Survey of GBN Members and Benchmarking Practitioners
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Contact us

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