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An introduction to...

# BENCHMARKING

*A step-by-step guide*

**LONDON-2010-DATE TO BE CONFIRMED**



**PROGRAMME (1 DAY)**

**Introduction**

- Everything you wanted to know about comparison ...but were afraid to ask!
- Why do it?

**Key Issues in Benchmarking**

- Guidance on 'comparison'
- Four approaches to benchmarking
  - Data/metric
  - Process
  - Functional
  - Strategic
- Selecting benchmarking partners
- Collecting, analysing and presenting data

**Data and Metric Benchmarking**

- Defining the area to be benchmarked
- Types of indicator
- Performance Indicators eg Audit Commission
- EFQM Excellence Model
- Measuring what matters
- Indicators and metrics
- Case Study

**Process Benchmarking**

- Example process map
- Case study
- Process benchmarking key results for your service

**Functional and Strategic Benchmarking**

- How to do functional and strategic benchmarking
- Examining the functions and strategies of your service/department

This seminar has been designed to give delegates an 'all round understanding of benchmarking' and its role in performance improvement. A range of different approaches to benchmarking will be examined, along with the indicators which might be used to benchmark particular services/departments.

The presenter will provide guidance on the practicalities of the different approaches, (eg, resource implications), outline the advantages/disadvantages of the different approaches, and illustrate the linkage to performance improvement.

The seminar will be run as an interactive day, with plenty of time for questions and discussion. Detailed and practical information/advice will be provided throughout the day along with the use of case studies to illustrate key points.

**Presented by: Peter Fitton, CPFA and regular presenter for ETC**

Peter has worked in Local Government, the NHS, Higher Education and the Civil Service from trainee to Director level and as a public sector management consultant for a major consultancy practice. He has extensive, in-depth, practical knowledge of how to benchmark public sector services and the role that benchmarking can play in performance improvement. Peter is a regular and popular presenter on ETC's seminar programme and has successfully delivered this seminar to a wide variety of public sector audiences across the UK and Europe.

0945 Registration, 1000 Start, 1630 Close, Lunch is included

**Venue** - Park Inn Hotel, Southampton Row, London WC1  
Nearest Underground Station • Holborn •  
Piccadilly and Central Lines

**Fee per delegate** - £270.00 plus £47.25 VAT Total £317.25

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*ETC is one of the leading providers of short course training to the public sector in the UK, Ireland & Europe with a fifteen year plus track record of delivering practical, detailed and focused training that will help you to 'do your job better'*

This seminar can also be run In-House for £1,350 plus VAT, 'ALL IN', anywhere on mainland UK. Maximum 15 delegates from the organisation booking the in-house seminar. Please contact ETC to discuss possible dates.

**FAX BOOKING LINE 0113 298 2088**

**e-mail mail@publicsecta.com**



**ETC, PO Box 999, Leeds LS16 0AA**  
Telephone **0113 230 6170**

**BOOKING FORM**

**BENCHMARKING**

**2010-London-Date to be confirmed**

ORGANISATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

POSTCODE \_\_\_\_\_

① First Name \_\_\_\_\_ Surname \_\_\_\_\_

Job Title \_\_\_\_\_

② First Name \_\_\_\_\_ Surname \_\_\_\_\_

Job Title \_\_\_\_\_

TEL inc STD	FAX inc STD	e-mail
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