



Benchmarking 2030

Overview & Status Report

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**Director, Business Development, Global Benchmarking Network
Managing Partner, Benchmarking Partnerships – Australia**

Agenda for this Session

- 1. Suresh Lulla, India - Moderator**
- 2. Bruce Searles, Australia – Benchmarking 2030 Project**
- 3. Ronald Orth, Germany – Global Megatrends**
- 4. Ahmed Abbas, Bahrain – Feedback so Far**
- 5. Dr. Holger Kohl, Germany – Personal Views**
- 6. Dr. Robin Mann, New Zealand – Personal Views**
- 7. GBN Panel Members – Personal Views**
- 8. Roundtable discussion with Conference Participants**
- 9. Bruce Searles, Australia – Preliminary Conclusions**

Agenda for this Presentation



- 1. Introduction**
- 2. Why Benchmarking 2030?**
- 3. How?**
- 4. Findings so Far**
- 5. Next Steps**

Aim of Benchmarking 2030 Project



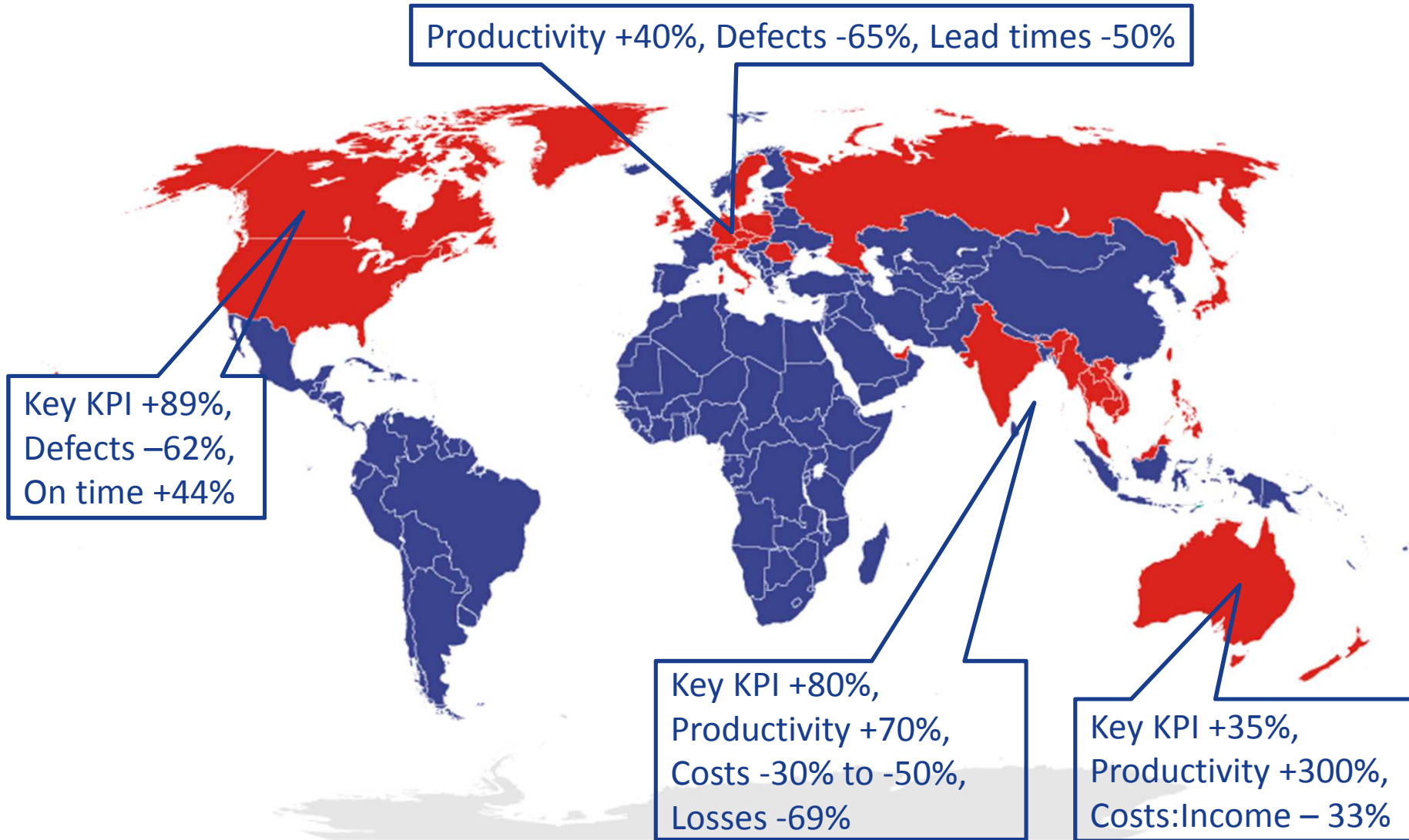
- **What will Benchmarking look like in 2030 – and in between?**
- **What are the tools, methodologies and technologies that Benchmarkers can use to help organisations and economies to improve their outcomes?**
- **How should the GBN lead and respond?**

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Outcomes From Benchmarking



Looking Outside



- Benchmarking looks **OUTSIDE** the Organization
- Benchmarking partners will show you the **INNOVATIVE HOW TO's**
- Benchmarking accelerates improvements – you don't have to invent the best practices yourself
- You can avoid the implementation pitfalls and thus achieve results more quickly – further **ACCELERATED IMPROVEMENT**

Other Examples



Australia's largest General Insurer & Roadside Assistance

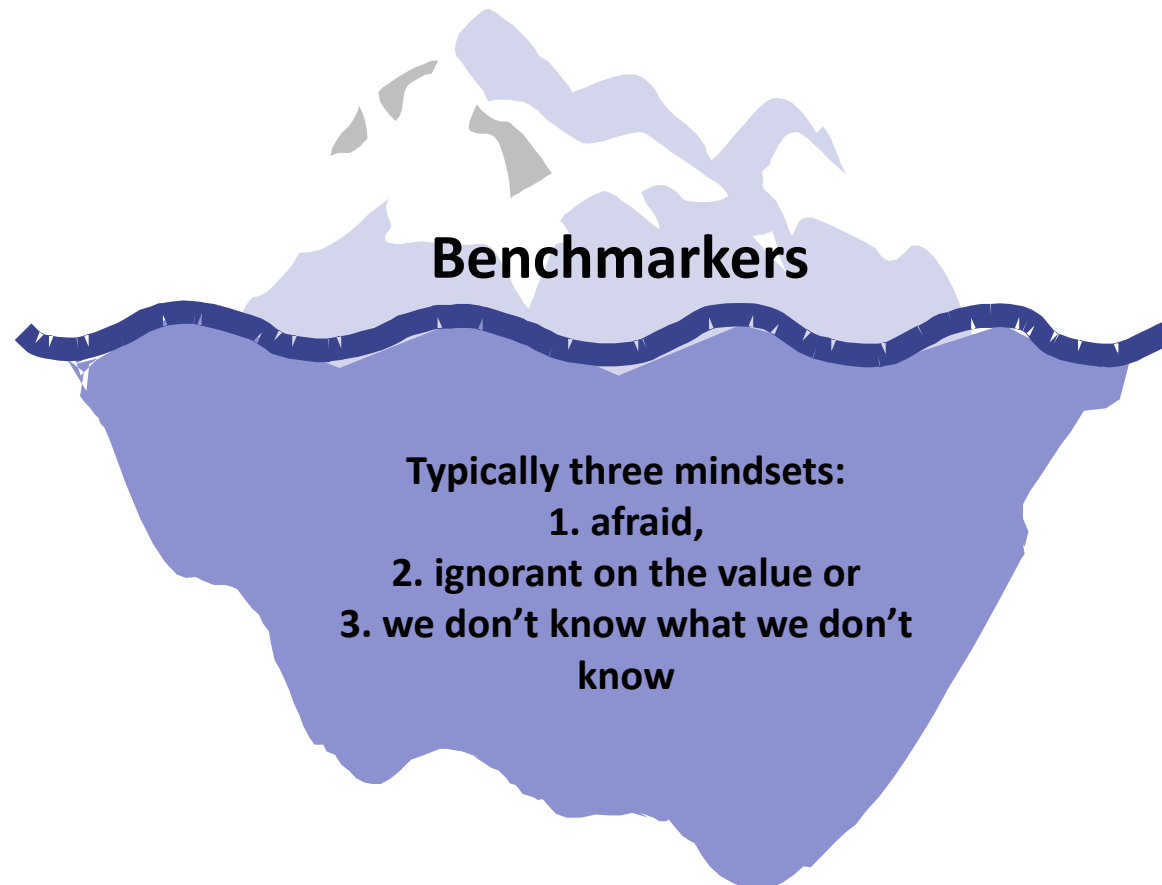
- **Costs of processes reduced by 30% to 50% - staff freed from back office to serve customers and to cross sell to escalate profit**
- **Lean Manufacturing applied to Service Industry**



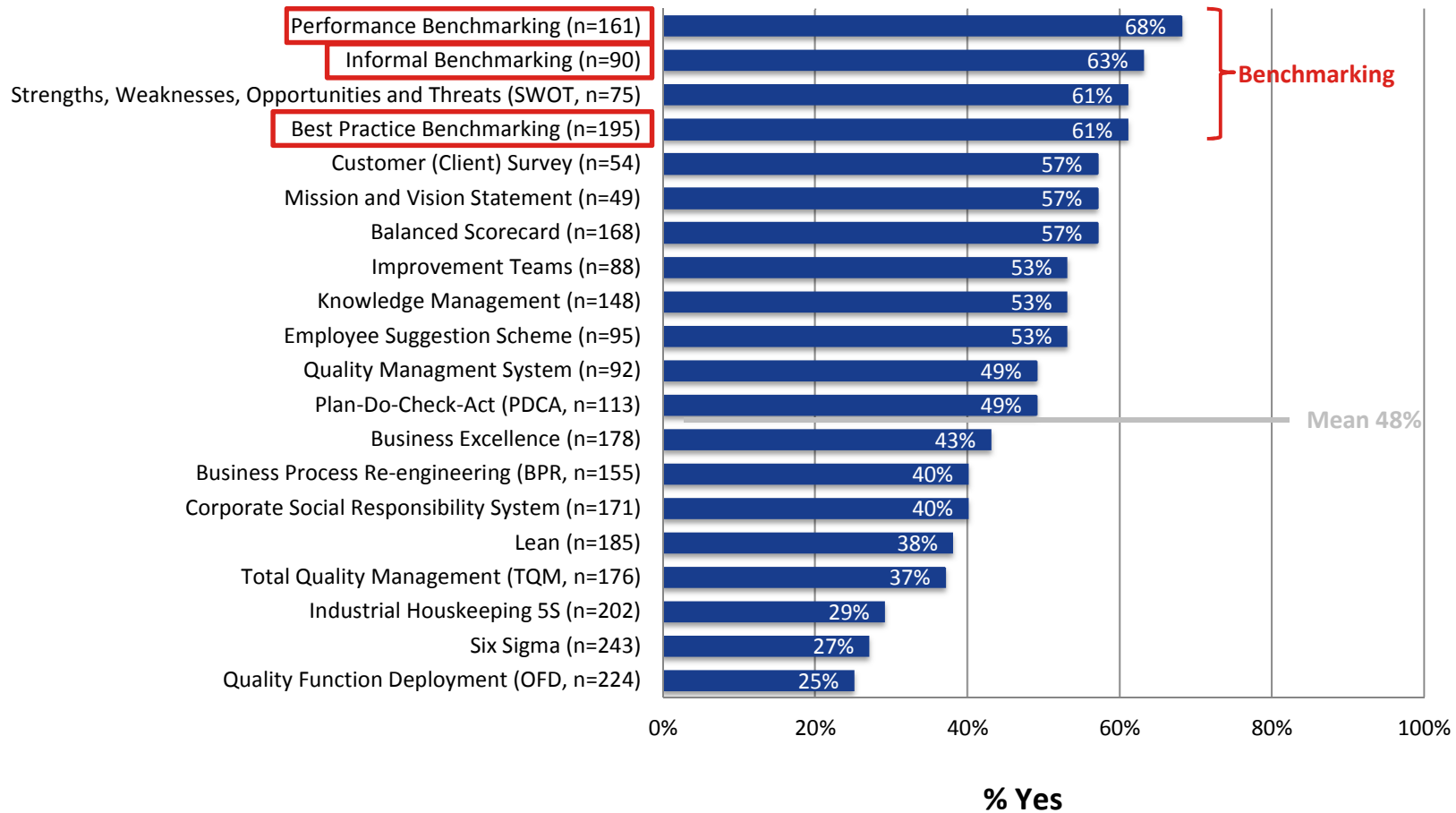


***Productivity Improved 300% -
Train Maintenance Learning
from Camera Co.***

Iceberg of Benchmarkers



Future Use of Improvement Techniques - Worldwide



Challenges



**1. Doing Benchmarking
Well/Properly/Resource**

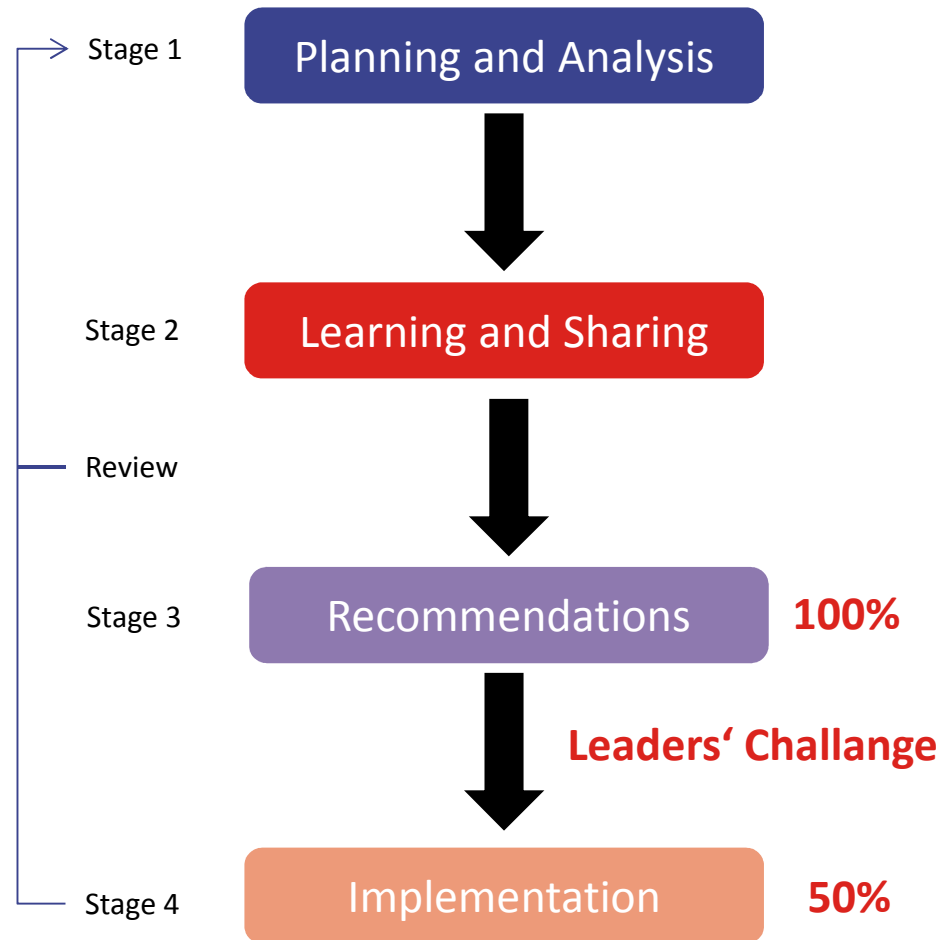


**2. Finding Partners &
Building Relationships**



3. Evaluation / Recognition

Basic Benchmarking Methodology



Summary

- **Benchmarking produces large improvements – when done well**
- **Benchmarking implements strategy**
- **Benchmarking is done by the aware few**
- **Benchmarking is the only tool required of Business Excellence across over 80 countries**
- **What is the future for Benchmarking?**
- **How should the GBN lead and respond?**

Face-to-Face is Best!



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Benchmarking 2030 – How?

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 linked
4. **Blog**
5. **Roundtables**
6. **Final Report**

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Interim Desktop Research Report

1. **The Benchmarking 2030 Project – vital to our future**
2. **Benchmarking Definition – does GBN really have a relevant one**
3. **Global Megatrends – some challenging questions from the author**
4. **Trends in Benchmarking – is GBN & benchmarking too tactical?**
5. **Potential Technology Solutions – is current technology just a blip?**
6. **Maturity of Benchmarking – is it relevant for the future?**
7. **The Search for Information – not much out there on our future.**
8. **The GBN Itself – are we relevant for the future?**
9. **Next Steps – towards the Roundtable**
10. **Key Questions for the Roundtable – what should we ask?**

Questions for GBN



- 1. Does Benchmarking have a future?**
- 2. Is the GBN relevant for the future?**
- 3. What should GBN do?**
- 4. How will we look?**
- 5. How will we know?**

Questions for Benchmarkers



1. Does Benchmarking have a future?
 - Other Tools? Mgt Systems?
2. Can Benchmarking be seen Relevant?
 - to Global Megatrends?
6 Megatrends / 20 Questions
 - Public Sector?
 - NGOs? NFPs?
3. New Methods? Tools? Technologies?

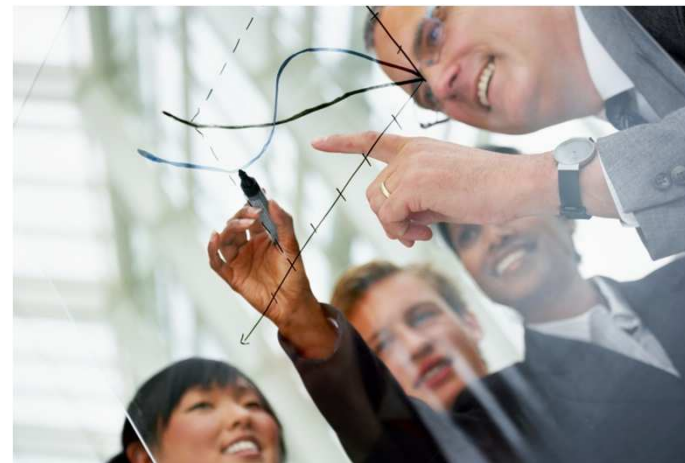
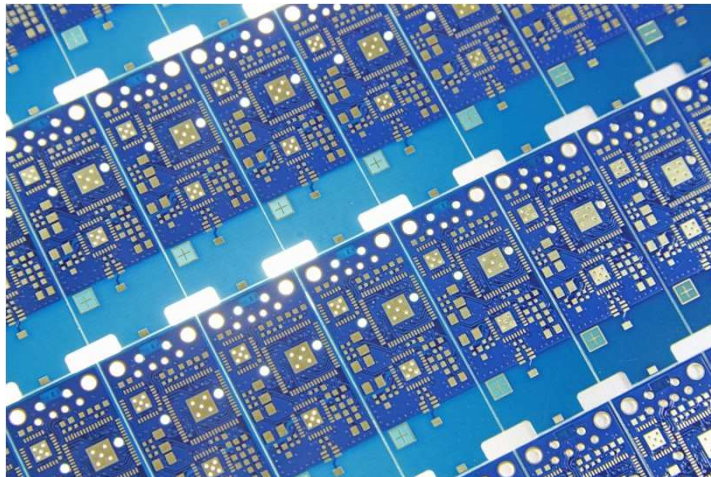
Some Global Questions I

Key Trend Areas	Megatrends	Questions
Society	<ul style="list-style-type: none"> • Urbanization and demographic change • Women on the rise • Cultural diversity • New patterns of mobility • Migration patterns • Welfare and disaster recovery 	<ul style="list-style-type: none"> • How are countries and organizations responding? • Is the GBN sufficiently diverse? • Is triple bottom line enough? • Would not-for-profits/charities benefit from benchmarking?
Consumers	<ul style="list-style-type: none"> • Next level of individualism • New consumption patterns • Thriving health sector and individual responsibility • Converging health markets e.g. food and pharmacy/self dependency 	<ul style="list-style-type: none"> • Should the GBN have a health project – is western health in disarray? • Who will be the benchmarking consumers? • What might be the successor of business excellence? • What are the benefits from converging markets?



Some Global Questions II

Key Trend Areas	Megatrends	Questions
Business	<ul style="list-style-type: none"> • Knowledge-based economy • Change in the world of work • Business ecosystems • Management systems trended to public sector (not-for-profits and NGOs) • Business Clusters 	<ul style="list-style-type: none"> • What about governance? • What about business greed and moving from one financial crisis to another? • How can the GBN ensure responsible business? • How does GBN help the growing NGO sector and SMEs? • Are clusters a benchmarking opportunity?
Technology	<ul style="list-style-type: none"> • Digital lifestyle • Convergence of technologies • Learning from nature • Ubiquitous intelligence • New technologies (e.g. nano- & biotechnology, robotics, internet) • Mass rapid customization 	<ul style="list-style-type: none"> • Is social networking merely a intermediate in the ongoing changes? • How do we make sure technology is not the driver of change? • How can benchmarking take advantage of new technologies?



Some Global Questions III

Key Trend Areas	Megatrends	Questions
Globalized World	<ul style="list-style-type: none"> • Globalization 2.0 • Urbanization • New political world order • Shift in economic power • Increasing security threats • Knowledge economy/Innovation focus 	<ul style="list-style-type: none"> • Should GBN set the example? • What about developing countries/poverty? • How can benchmarking increase global security? • How does benchmarking need to support the fast sharing of knowledge and Innovations globally?
Environment	<ul style="list-style-type: none"> • Energy and resource reversal • Climate change and other environmental impacts • Natural disasters increasing and more help needed to communities • Scarce resources • Industrialized centers increase productivity of resources 	<ul style="list-style-type: none"> • How can benchmarking reduce environmental risks? • Is the GBN sufficiently focused on a future for next generations? • Are charitable donations achieving the best for those in need after disasters? • How can we cope with rising energy demand?



Public Sectors & NGOs

- **Ageing Populations – how can this be funded? Can Benchmarking help?**
- **Free Market vs Regulation – Benchmarking between Government and Non- Government Sectors**
- **Networked & Open Govt – not top-down – Benchmarking is about networking**
- **Financial Capability – how NOT to continue to make the mistakes of the past**

Technology Enablers

Social Media



Next Steps



1. Roundtables
2. Questionnaires on GBN Web until January 2011
www.globalbenchmarking.org
(Free Interim Report)
3. Assimilate Inputs
4. Final Report – early 2011

1. Whether?

2. What?

3. How?

Why?



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graph LR; A[1. Whether?] --> D[Why?]; B[2. What?] --> D; C[3. How?] --> D;
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*I think benchmarking can be named as
"BENCHMARKING IS A TOOL FOR HUMANKIND
SURVIVAL!".*

*Only that approach can push active
benchmarking development in future!*

Yury Samoylov





Contact us!

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