

# GBN – Application Form for Internal Projects



<b>(1) Date of Application: 10/03/10</b>	
<b>(2) Name of project leader: Bruce Searles</b>	
Name: <b>Bruce Searles</b>	Organisation: <b>Benchmarking Partnerships</b>
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**(3) Project Title: (Maximum of 50 Characters)**  
**Benchmarking 2030 - *What will Benchmarking look like in 2030 – and in between? What are the tools, methodologies and technologies that Benchmarkers can use now to help organisations and economies to improve their outcomes? Report on results of Roundtable at end 2010. Investigate the use of benchmarking and the future use of benchmarking techniques: Connect Benchmarking experts with people from politics, science and companies and discuss the use and future use of benchmarking (e.g. survey, roundtable discussion, delphi study)***

**(4) Are there any other GBN members participating in the project?**

It is intended that all GBN members participate in the project to research and report. The key developers will be Dr Robin Mann, bpir.com, NZ, Dr Holger Kohl, Fraunhofer, Germany and Bruce Searles, Benchmarking Partnerships, Australia – These experts will also facilitate the Round Table at the AGM and the Annual Conference. - Roles are. Best Practice Sharing (Bruce) – Best Practice Resources (Robin) – Diagnostic / Process Benchmarking (Holger). We think that such a roundtable would attract other GBN members to come to Dubai! We will have Press Conference, Press Releases – and possibly on this occasion we can announce, that the GBN will put even a stronger emphasis in the future on “Creating” the Future of Benchmarking. Some GBN members have been involved to date in discussions at the Bahrain AGM.

*In future Members will be involved in assisting with the design of the survey, in the Roundtables and in providing feedback and also seeking feedback from key customers and other key stakeholders*

**(5) Justification of funding. Why is GBN funding required?**

GBN funding is required to pay for this work. Further work will be required by Benchmarking Partnerships to design the survey and then to lead the other stages of the study. Designing a good survey will take some time, as evidenced by the design of the Global Benchmarking and Improvement Tools Survey. **But this survey will not be as extensive as the previous survey – rather it will be targeted at GBN Members only, who can also invite specific key customers and stakeholders to respond, including people who can provide insights about the future technologies for benchmarking up to 2030.**

**The funding will make a small contribution to paying for time in designing, issuing the survey, collecting the responses, analysing the responses; for research by Robin Mann, Holger Kohl and Bruce Searles and for their preparation for the Roundtable; and producing**

- a) a summary report for GBN Members
- b) an overall report for the GBN, Roundtable and presenting the findings of the research at the GBN's AGM and conference later in 2010 and then again in late 2011
- c) identifying benchmarking partners and liaising with GBN members
- d) arranging collection of more detailed best practice information through meeting and site visits and reporting outcomes
- e) final report for GBN and GBN Members

The funding sought will pay for approximately 20% of the project's estimated total costs – Benchmarking Partnerships is picking up the other future and prior costs.

**Benchmarking Partnerships, Fraunhofer and bpir.com** are willing to carry other costs of the project not requested of the GBN as it should result in data that can be used to produce reports for our customers on a vital area of need. That is provided funding is not provided by GBN member customers.

All attendees to prepare something for the AGM on how they see the future of benchmarking - max 10 minute presentation. We could then discuss together what the future will look like. At the conference we could have presentations from Robin, Holger, and Bruce giving our own versions of the future followed by a discussion chaired by another GBN Board Member. Therefore a max of 30 minute presentation time for all 3 of presenters followed by 30 minute discussion led by the chairman but to include questions from the audience. To prepare for the presentation would we suspect take quite a bit of reading and thinking for all 3 presenters.

## (6) What will be the benefits to the GBN from funding this project?

The project was identified as being of key strategic importance at the GBN meeting in Bahrain and supports well our 4 new draft Goals. The Project will investigate the use of benchmarking and the future use of benchmarking techniques: The project will aim to connect Benchmarking experts with people from politics, science and companies and discuss the use and future use of benchmarking (e.g. survey, roundtable discussion, delphi study, visits)

It is considered that the Global Survey and Round Tables will assist the GBN in understanding the future opportunities in our core business of Benchmarking, and will put GBN in the box seat to deliver benchmarking to the world through our members, and also to attract new members. **The survey will cover existing, past and potential future GBN Members and will thus perform “marketing” to attract new members.**

The survey will be targeted to include GBN members who could on-target to **a few key customers and stakeholders**. The survey would be largely qualitative answering questions like what they think of the relevance of various electronic media to future benchmarking, their experience with using same, what they see around the corner and up to 2030 etc. There may also be structured interviews

The survey will position the GBN as a leader in using best practice benchmarking to help the business community resolve current issues. The survey data can be published on the GBN’s website, research papers, **press releases** and other publications and used by GBN members in their presentations and positioning with customers. In particular the survey findings are likely to become a core element of the GBN book that IPK Fraunhofer is currently scoping, **and the Roundtable will provide a major focus for the 2010 AGM and Annual Conference.**

GBN Members can sell the initial and final reports at rates they deem appropriate for their country – 40% of income to Benchmarking Partnerships, 20% to GBN and 40% to the local GBN Member.

GBN Member customers who want the survey and results tailored to their needs and receive an early copy of the report (as well as draft versions and the current initial status report) can sponsor the project at a rate GBN Members deem appropriate for their country – 40% of income to Benchmarking Partnerships, 20% to GBN and 40% to the local GBN Member..

## (7) Previous GBN funding received and outputs (last three years):

Funding of 5,000 Euro has been received on the successful first GBN Roadshow in Toronto Canada. Benchmarking Partnerships plans to lead further GBN Roadshows and to increase their financial viability through the lessons learned from the first Roadshow.

The Roadshow was attended by over 130 people from a variety of countries and provinces across Canada.

- 83% of the 69 people responding in the formal feedback said that they would recommend a similar conference to others (some added the word “Absolutely”)
- none of the respondents said that they would not recommend a similar conference to others
- based on a score of 5 for very good, 4 for good, 3 for neither, 2 for poor and 1 for very poor –the overall rating by the 69 respondents was 4.4 out of a possible score of 5 – this benchmarks well with similar workshops we at Benchmarking Partnerships have held in the past

GBN funding has also been earmarked by the GBN for the BestPrax Club India Mumbai Road show.

Dr Robin Mann has received funding of 5,000 euro in 2009 for the Benchmarking and Improvement Tools survey and Dr Holger Kohl has also had funding of 3,750 euro for supporting this project.

## (8) Project Description. Describe how will the project be undertaken?

This Methodology can be expanded into Steps 1 to 6:

1. Desktop Global Research to identify key effective trend characteristics and summary current and future best practices – March/April 2010
2. Key Questions developed regarding GBN Member learning needs and constraints so GBN can source benchmarking partners – May 2010
3. Development of a draft survey based on key questions / constraints and gaps – June 2010
4. Survey distributed existing, past and potential future GBN Members worldwide and GBN Members can on-target the survey to a few key customers and stakeholders- July 2010
5. Report and Results from survey provides a shortlist of respondents (these are followed up by telephone to ensure that have exceptional practices, to capture more details and that they are willing to share) – September 2010
6. Round Tables and Presentation at GBN AGM and Annual Conference in October 2010, GBN to publish interim report in early 2011

NB All steps also include research and reading necessary for Robin, Bruce and Holger to prepare for the presentations at the Roundtables.

<b>(9) Project Budget</b> (items to be listed in descending priority order and should include any € contributions to the project from your own organisation if appropriate)				
<b>Proposed Funding Source (€ - Euros)</b>				
<b>Item</b>	<b>Contribution by your organisation?</b>	<b>Contribution by other organisations?</b>	<b>Funding required from GBN?</b>	<b>Total</b>
<b>1.</b> Desktop Global Research to identify new ways for benchmarking/learning – key findings/articles shared with GBN members <b>(4 days work by BP)</b>	3000 by BP		1000 to BP	4000
<b>2.</b> Review of findings and discussion on survey development, skype meeting <b>(1 day work BP, 1 day work COER, 1 day work IPK)</b>	1000 by BP	1000 by COER 1000 by IPK	200 to BP 200 to COER 200 to IPK	3000
<b>3.</b> Development of a survey based on key questions / constraints and gaps – May 2010. <b>(5 days work BP, 1 day work COER, 1 day work IPK)</b>	4000 by BP	1000 by COER 1000 by IPK	1000 to BP 200 to COER 200 to IPK	7000
<b>4.</b> Hosting, development of an e-survey and data capture mechanism implemented. Includes graphical reporting of data obtained. <b>(5 days work COER)</b>		4000 by COER	1000 to COER	5000
<b>5.</b> Survey distributed worldwide through GBN and in particular to organisations already identified as potential partners in 1 above- June 2010 <b>(1 days work BP)</b>	800 by BP		200 to BP	1000
<b>6.</b> Follow up to get good survey response rate with GBN members and targeted organisations <b>(2 days work BP)</b>	1600 by BP		400 to BP	2000
<b>7.</b> Results from survey provides a shortlist of companies (these are followed up by telephone to identify in more detail the practices and that they are willing to share) – September 2010 <b>(3 days)</b>	2400 by BP		600 to BP	3000

# GBN – Application Form for Internal Projects

	8. Writing of the report, Exec Summary, Introduction, Methodology, Key findings from desk top research and survey, Discussion, Conclusion ( <b>10 days work BP, 1 day work COER, 1 day work IPK</b> )	8000 by BP	1000 by COER 1000 by IPK	2000 to BP 200 to COER 200 to IPK	12000
	9. Round Table & Presentation to GBN 2010 AGM and Annual Conference seeking feedback, change report and process as a result of feedback – October 20 ( <b>3 days work BP, 2 day work COER, 2 day work IPK</b> )	2400 by BP	1600 by COER 1600 by IPK	600 to BP 400 to COER 400 to IPK	7000
	10. IPK to improve design/layout of report ( <b>3 days work IPK</b> )		3000 by IPK	600 to IPK	3000
	11. IPK to create press releases for distribution ( <b>2 days work IPK</b> )		1600 by IPK	400 to IPK	2000
	12. IPK (or cheapest publishers?) to produce hard copies if required. Can be determined at a later date. 2000 Euros is suggested if this is the case.				
	TOTAL CONTRIBUTED / REQUESTED			6000 to BP 2000 to COER 2000 to IPK = 10,000	51,000
	RE-ADJUSTED AMOUNT FOR FUNDING			5000 to BP 1670 to COER 1670 to IPK = <b>8340</b>	51,000
	Status: (Requested or Approved)				



Description of costs: (limit to 15 lines of text)

For the purpose of this application a charge out rate per day for Benchmarking Partnerships, Fraunhofer and bpir.com is given as €1000 per day. These are at the lower end of standard charges for projects.

Date(s) when funding is required? *The funding should be tied to the achievement of specific project milestones (limit to 10 lines of text)*

Funding by GBN as per total Funding Required from GBN Column after Steps –

Step 1 – Desktop research report – April 2010

Step 3 – Development of survey – June 2010

Step 9 – presentation to AGM and changes to report after corrections by GBN – October 2010

Step 11 – Press Releases for Report Distribution

Overall funding split from GBN (commensurate with effort) - euro

**(10) Declaration by Project Leader:**

I certify that this project can be undertaken and that our progress in completing the project will be reported at least quarterly to the GBN board.

Signed \_\_\_\_\_ Date 30/01/09 \_\_\_\_\_

**(11) GBN Decision and Comments (to be completed by the GBN board):**

**Date:**

**NOTE**

- Maximum funding available for one project: 5.000 Euro. Needs to be approved by the GBN Board.
- If the funding required for a proposed project is more than 5.000 Euro all GBN Members must be asked (via e-mail or at the AGM); decision by simple majority
- The maximum amount made available for projects per year is 10.000 Euro.
- Members can put forward project proposals at any time of the year. These will be evaluated by the board within a period of 15 working days. However, members will be encouraged to submit proposals for two time periods in the year (15 February and 1 July) so that the GBN Board can

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evaluate a few proposals at the same time. Proposals received earlier than these deadlines may be asked to wait until the deadline dates unless they are considered by the board to be of an urgent nature or the funding requested is small.