

GBN BENCHMARKING MATURITY PYRAMID

PURPOSE – TO DESCRIBE THE BENEFITS OF MEMBERSHIP

who we are, what we do, how we do it, where we are headed

- **GBN Vision** – to be recognised as the global hub for benchmarking with active representation in all countries.
- **GBN Mission** – GBN is a global network of organizations and experts focused on promoting and facilitating the use of benchmarking and sharing of best practices by helping each other and working together
- **Values** – helping each other, working together, showing professionalism, promoting the role of benchmarking in organizational excellence, ethical behaviour following the Benchmarking Code of Conduct
- **Goals** – attract and develop new members, engage current members in GBN activities and projects, increase the awareness and use of benchmarking globally, explore new directions (products, innovations)

	GBN Programs and Services
Celebrating	International Benchmarking Awards – Annual, GBN Strategic Plan
Sharing	GBN Annual General Meeting including Member sharing, GBN Annual International Benchmarking Conference, Study Missions, Reports and Publications, Benchmarking Partner Search, Benchmark Databases, Best Practices, Global Voice on responding to megatrends - Benchmarking 2030 Member Day to Day interactions and support
Understanding	GBN Roadshow, Benchmarking Centres, GBN Projects, Benchmarking self-assessment survey
Awareness	AGM, Minutes, Newsletters, Publicity, GBN Website, Publications about Benchmarking, Webinars, Benchmarking Code of Conduct and Values

