

## GBN – Member Survey 2009 Results



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**N = 7**

## 1. Reasons for being a GBN Member

**What is the key reason why you are a member of the GBN? For example, is it because of the GBN Brand or the services we provide? Please explain:**

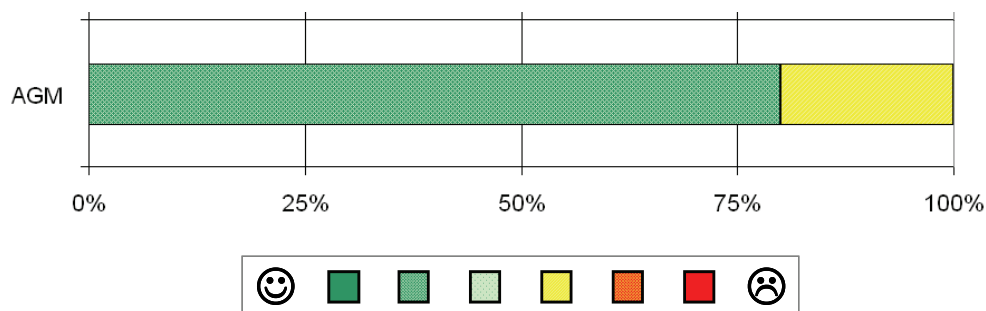
- Opportunity to network with similar organisations and gain an overall perspective on what is happening in benchmarking worldwide.
- Networking with competent people, Bob Camp, Marketing
- The Brand, networking and collaborative projects.
- We were seeking cooperations on an international level.
- To extend the networks for our customers globally
- Our organization is proud to be part of GBN since its Brand is worldwide re-known and we consider our activity areas are very intimately bound.
- We have to work for the name GBN first and after when GBN will be a famous and recognized international organization this name will assist all members to find solutions of their problems. That is why we - all GBN members have to develop this organization as much as possible.

## 2. GBN Meetings and Conferences

*The GBN holds an Annual General Meeting (AGM) per year (duration: 2 days). The AGM is hosted by a country member of the community. Usual topics are knowledge sharing, working groups, some administrative issues and sometimes site visits.*

### 2.1 Annual General Meeting

**Overall assessment (date, location, structure, topics, atmosphere, results, etc.)**

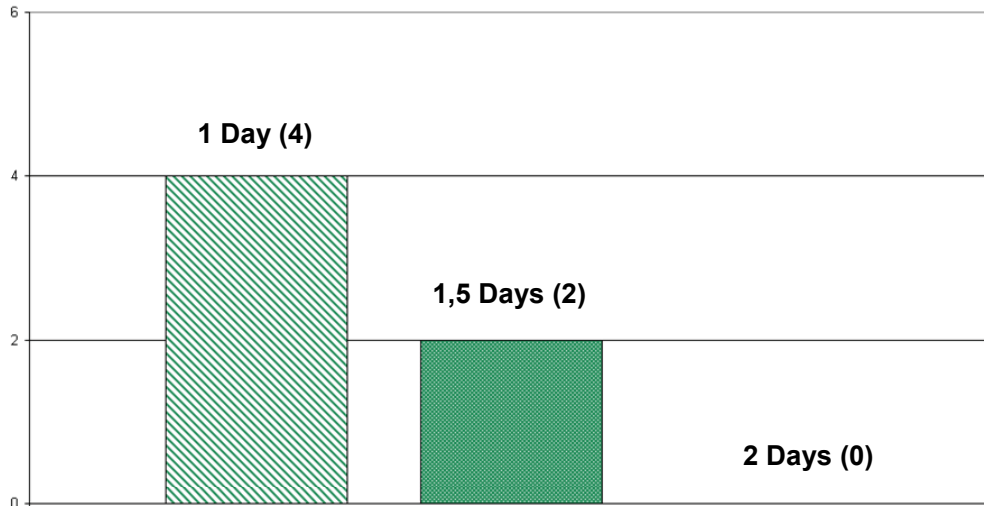


**What do you like best? What can be improved? Other comments:**

- Link to GBN Conference
- Learning what other countries are doing and spending time on kick-starting projects that will benefit all members.
- Networking is probably the best part. Emphasis on collaborative projects could be improved although much better than in the past.
- The need for more support by GBN Members on agreed follow up projects
- Number of participants needs to be improved!
- The main improvement would be to have more participants. I think to achieve this the AGM should be one day in length as asking people to be away for 4 days (2 days of conference is too much). We could hold the GBN dinner on the first night of the conference and/or hold parts of the GBN meeting when the conference is on if there is still unfinished business to complete.
- We have to include benchmarking process in the AGM, mean we have to be as an international benchmarking board which has to compare the companies and enterprises like APQC does it. But AGM has to work out the international GBN benchmarking tool - model which has to be more flexible and more appropriated for all countries world wide.

### Length of Annual General Meeting:

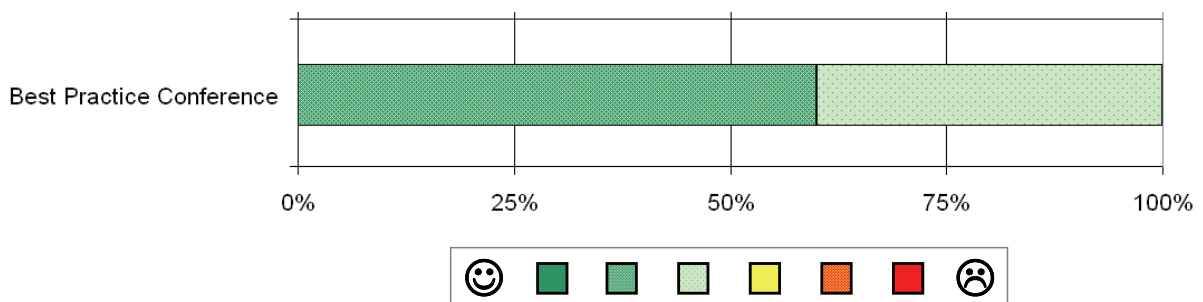
Should the AGM be one day, one and a half days, or two days in length?



### 2.2 GBN Best Practice Conference

Since the successful Best Practice Conference in 2006 (Moscow, Russia) the GBN is hosting the annual International Benchmarking Conference ([www.bestpracticeconference.com](http://www.bestpracticeconference.com)). The conference takes place directly after the AGM and is hosted by the country member with support from other colleagues of the network (e.g. as conference speakers).

#### Overall assessment (date, location, structure, topics, speakers, etc.)



**What do you like best? What can be improved? Other comments:**

- It has been excellent that we have been able to hold 4 of these now... This is what the GBN is about - sharing benchmarking knowledge to a wider group of people.
- It is good to be able to support other members in their own country through attendance and speaking. It also gives GBN members a platform for their services and ideas.
- Extending the GBN reach and hence the reach for our customers.
- The problem is getting countries to host the conference. Not sure who will host it in 2010?
- Number of participants - could be connected other existing conferences / other topics
- We have to do our best to involve companies and enterprises into benchmarking process, as soon as we have actual best practices which can be assessed by GBN tool so it means we can assist companies to settle their problems. At the present moment GBN can not assist companies and enterprises effectively.

**If you have attended a GBN AGM and/or GBN conference in recent years what is the reason for this, what encouraged you to attend and what would encourage you to attend a future GBN AGM and/or conference?**

- As above. Networking, joint projects, updates on benchmarking and best practice, seeing other cultures in action etc.
- Being able to conduct projects on behalf of GBN that other Members will participate in actively
- Opportunity to network and work on initiatives/projects that will benefit the GBN and my organisation.
- Improving the GBN - Promoting the GBN - Because I am a GBN member !
- Best practices of companies and enterprises

**If you have not attended a GBN conference and/or AGM in recent years what is the reason for this and what would encourage you to attend?**

- I never missed a GBN conference
- Attending a GBN or an AMG conference should be best scheduled in less full periods of the year (regarding conference density), such as early winter.
- Unfortunately I did not participate AGM and GBN conference in Budapesht 2008 because it was not so much important for me that time and I had other conferences that time.
- Need to be able to have a return on investment to justify spending, so would do so if linked to paying workshops etc similar to what we've done in the past.

- We just became members and didn't have the chance to attend yet.

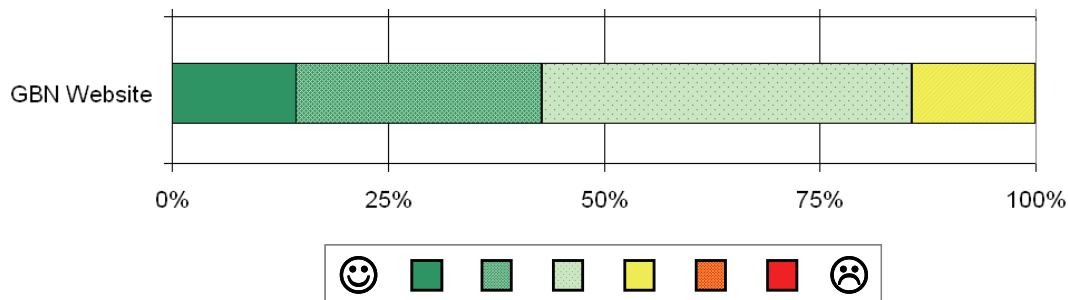
**What would encourage you to be a more active member of the GBN generally?**

- I am active!
- I think I would need more information on activities developed by other members.
- Active participation of the GBN Members in projects
- More involvement of the full membership giving the multiplier effect. Giving as well as taking.
- Real best practice of real companies.

**3. GBN Website**

At [www.globalbenchmarking.org](http://www.globalbenchmarking.org) you will find our common website. The GBN website has 9000 visitors per month on average and provides information on the GBN (e.g. vision, membership), downloads (e.g. articles, presentations, newsletters, Code of Conduct), and has an internal area. Furthermore there is a “News” section which supports the marketing activities of the GBN Members (e.g. announcements of events)

**Overall assessment (layout, structure, content, etc.)**



**What do you like best? What can be improved? Other comments:**

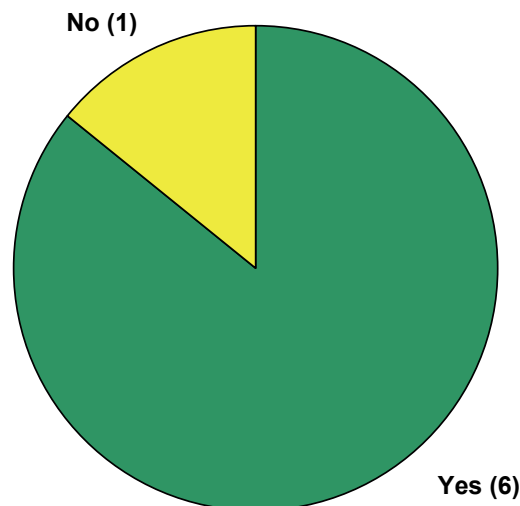
- I like most the fact that information can be found easily and that the site is well-structured.
- Internal section / Very good material for marketing available
- The Home page improvements have been good. Making upcoming events more prominent and reducing the prominence of completed activities
- More notice about the current activities so that all members can be included if they wish to. Maybe more effort in publicising the site by all concerned.

- All companies are looking for fresh information from all countries world wide and a real best practices of companies.
- Maybe explain what benchmarking is more clearly on one of the key pages... The website at the moment is mainly designed for GBN members but perhaps more focus could be on providing value to companies visiting the website and encouraging them to contact their local GBN member.

### Members Area of the GBN Website

*The Members Area contains the minutes of all AGM's, checklists, templates, marketing material (e.g. logo and presentations) and detailed profiles of all members. Only GBN Members have access to this part of the website.*

**Have you visited the internal area of the GBN website so far? (Y/N)**



**If „Yes“: How do you like the internal area and what can be improved (e.g. further content and features)?**

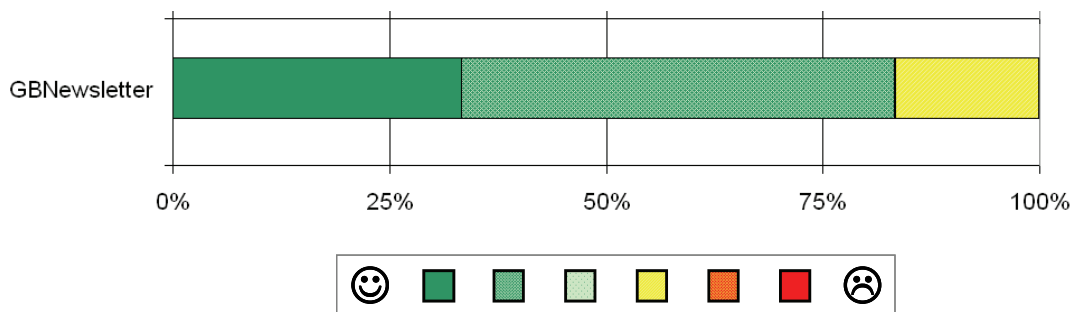
- perfect !
- it is ok by me!
- More up to date information about other members.
- It might be useful if there was a services and product section of the web site where members could promote their leading offerings directly without going on to their web site.

- We have to use the internal area for active information exchange between GBN members, so it means we have to see each other through (suppose like SKYPE system) and organize regular internal conferences

#### 4. GBNewsletter

*Since 2003 the GBN Secretariat is issuing two newsletters per year. The newsletter shall foster contact between the members by continuously exchanging information. Usual topics of the newsletter are e.g. an overview on upcoming events, report from the secretary, chairman and members on their activities and changes in the GBN Membership. The GBNewsletter is a platform to which all members can contribute.*

##### GBNewsletter: Overall assessment (topics, content, size, etc.)



##### What do you like best? What can be improved? Other comments:

- Easy to read
- Always very good news about the "active" GBN-members!  
Non-active GBN members need to be attracted to contribute as well
- It is generally very good - more lead time and encouragement to provide content would be helpful.
- Letting people know in good time that a contribution is required.
- I haven't had a subscription until now. I find it, however, very interesting.
- The GBNNewsletters should have real information which have to be interested for companies and enterprises, so it means GBN has to show how companies overcome the crisis results.



## 5. GBN Projects

*From time to time, the GBN undertakes special projects that support the vision and mission of the network. The range extends from small projects (e.g. the development of our Benchmarking Glossary) up to the first GBN Roadshow (Toronto, Canada 2008) or the first global survey on business improvement and benchmarking in 2008. The next GBN Roadshow (Mumbai, India) is scheduled for February 2010.*

### **Your ideas for further topics and projects are welcome:**

- New GBN-Brochure
- A blog open to the public might be possible.
- Research on finding good case studies where benchmarking has been applied and the benefits would be useful.
- Coping with the GFC. Further Roadshows
- GBN has to organize Regular Internet Conferences (RIC) where all GBN members can exchange their views and make proposals and settle all issues preliminary before GBN annual conferences.

## 6. GBN Brand

*A brand can be defined as a collection of perceptions in the mind of respective stakeholders.*

**What associations come to your mind when you think of about the GBN brand (e.g. how does the GBN differ from other communities/networks)? Please name three issues below:**

- networks. best practices, opportunities
- global, spotless public perception, networking
- Professional, Benchmarking and Global come to mind
- The GBN is a network of real benchmarking experts, willing to share benchmarking knowledge and methods. Real benchmarking enthusiasts
- Commercial, Global/International/professional
- Practical work with national enterprises and companies should be considered as a main idea of GBN. Companies have to be clients of GBN, they are real money resource for GBN development. Without their financial resources GBN activities can not be developed.

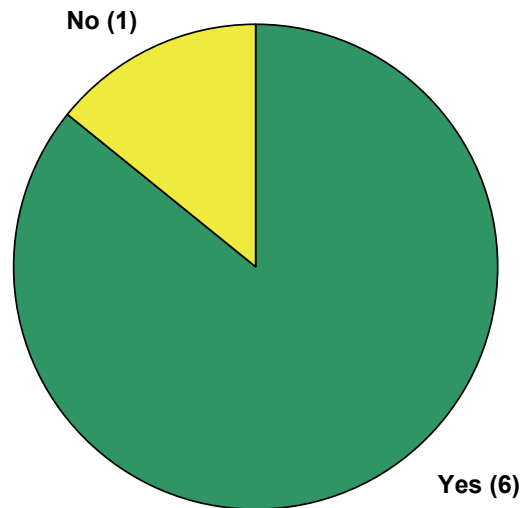
**Which activities will increase the value of the GBN brand (e.g. public perception of the GBN)?**

- Greater promotion of the GBN by member countries, undertaking more projects that add value. The GBN survey was excellent for creating awareness and value to the GBN brand.
- New GBN-Brochure
- Projects made public and Roadshows
- The activity an organization develops speaks mostly for itself. This is why, more than publicity and advertising, our very actions account for more than our statements.
- Publicity of some sort centrally.
- Practical work with real companies and enterprises. GBN has to develop printed materials with some practical recommendations, benchmarking illustrations, best practice cartoons (like 20 Keys has) and ets. May be GBN has to sign an agreement with PPORF Development Institute Inc. to use 20 Keys as a tool for benchmarking assesments and disperse the results of the benchmarking through all GBN members.

**GBN and your promotional material:**

*GBN affiliates are encouraged to cite and publicize their affiliation with the GBN in all promotional materials*

**Do you use the GBN Logo in your promotional material (e.g. website, flyer, brochures)?**



**If „Yes“ please specify**

- we use the GBN name, intend to use the logo as appropriate
- Mostly in flyers.
- on websites, my business card, articles and promotional flyers etc.
- Website, Presentation, Flyer
- It appears on the front page of our web site
- On blanc of our company and web site.
- Website, company profile

## 7. Further comments:

- Good survey!
- When we have these events it is best for members to be at the same hotel. This is not always the case but should be the aim.
- Looking forward meeting all of you in Bahrain 2009
- GBN members have to be interested to be GBN members. It can be achieved if GBN has to assist companies to settle their problems at that very difficult time. For example: September 13 in Tokyo there will be the 7-th ANQ conference (Asia Net for Quality). Very interesting materials are coming to the Secretariat of the conference from all countries with the information about the results of crisis and how people, companies and enterprises are overcoming their problems. So it means GBN has to find the practical sphere where people can find a real useful information and real best practices from other companies.