

# GBN – Application Form for Internal Projects



<b>Date of Application:</b>	<b>15/05/09</b>		
<b>(1) Name of project leader: Bruce Searles</b>			
Name:	<b>Bruce Searles</b>	Organisation:	<b>Benchmarking Partnerships</b>
Position:	<b>Managing Partner</b>	Country:	<b>Australia</b>
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<b>(3) Project Title:</b> <i>(Maximum of 50 Characters)</i> Second GBN Roadshow in Mumbai, India
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<b>(4) Are there any other GBN members participating in the project?</b> <i>(limit of 5 lines)</i>  Best Practice Club India to host Roadshow. This funding if approved is to be equally shared between the Best Practice Club India and Benchmarking Partnerships.  Speakers are our President Dr Robert Camp, Holger Kohl, Fraunhofer, Dr Robin Mann, BPIR.com and Navin Kapoor, Middle East and myself from Benchmarking Partnerships as well as 3 case study presentations of Best Practice Club customers.
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<b>(5) Justification of funding. Why is GBN funding required?</b> <i>(limit is 10 lines of text).</i>  This concept proposal follows discussions held at the GBN AGM in Moscow, a successful Roadshow in Toronto Canada in April 2008 and subsequent efforts to mount a Roadshow in Mumbai in the face of the mounting Global Financial Crisis. Sponsorship funding has dried up so we need GBN support to defray costs as the fee chargeable in India in the current economic climate is low. See attached budget. While the Toronto Roadshow was successful from a customer feedback perspective, it was not financially due to lack of sponsorship.  GBN seed funding is needed to give the project some hope of viability because of the global recession and sponsorship funds drying up in India and the need to keep the registration fee for the 2 days down to 350USD.  As we found in Toronto the Roadshow will be very good for communicating the GBN image and the importance of and way to do benchmarking properly, consistent with the gaps identified by the recent GBN global survey.
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**(6) What will be the benefits to the GBN from funding this project? (limit is 10 lines of text).**

GBN funding will help to enable the Roadshow concept to continue. The project was identified as being of key strategic importance at the GBN meeting in Dubai and endorsed again in Budapest, and spread the message about the benefits of benchmarking and help to engage a major continent more in this activity – bearing in mind the recent GBN survey of improvement tools identified that benchmarking is an improvement tool of the future but is not currently done well. The Roadshow will also practically teach participants how to do benchmarking well for sustainably improved results.

**(7) Previous GBN funding received and outputs (last three years):** *(limit 7 lines of text)*

Funding of 5,000 Euro has been received to design and execute the GBN Roadshow concept, tools and templates.

Benchmarking Partnerships plans to lead further GBN Roadshows and to increase their financial viability through the lessons learned from the first Roadshow in Toronto, Canada.

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

**Benefits – including split of profits from Mumbai Roadshow**

GBN – improved image – making GBN name a more valuable brand that grows internationally. Financial return. GBN to receive 20% of profit excluding the GBN sponsorship.

Best Practice Club – improved image, linked to GBN name, opportunity for further work with organisations attending who would see value in the benchmarking through the Roadshow. Financial return. Best Practice Club to receive 40% of profit and share costs 50:50 with Benchmarking Partnerships.

Benchmarking Partnerships – improved image working with GBN and GBN members. Financial return. . Benchmarking Partnerships to receive 40% of profit and share costs 50:50 with Best Practice Club.

**(8) Project Description. Describe how will the project be undertaken? (limit of 38 lines)**

This Methodology following steps:

1. Learnings from previous roadshow used to design new Roadshow – key – need sponsorship – Benchmarking Partnerships
2. Budget - Best Practice Club and Benchmarking Partnerships
3. Venues and other logistics – Best Practice Club
4. Program - Best Practice Club and Benchmarking Partnerships (program design and sourcing speakers)
5. Sponsorships - Best Practice Club supported by Benchmarking Partnerships
6. Marketing – Best Practice Club
7. Go / No Go - Best Practice Club and Benchmarking Partnerships and GBN Board
8. Detailed local logistics – Best Practice Club
9. Detailed program and co-ordination of speakers – Benchmarking Partnerships
10. Delegates manual
11. Facilitation of Workshop – co-facilitation between Best Practice Club and Benchmarking Partnerships
12. Feedback from Customers – Best Practice Club
13. Learnings for next Roadshow – Benchmarking Partnerships
14. Report to GBN – Benchmarking Partnerships

Program draft attached.

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<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>
1.	Bruce Searles' time to find and discuss with potential host countries	2 days – 2,000	Consideration by potential host countries	NIL	2,000
2.	Bruce Searles time for Roadshow Process		Best Practice Club		
	1. negotiations with Best Practice Club	1 day	1 day		2,000
	2. Budget	1 day	1 day		2,000
	3. Venue		2 days		2,000
	4. Program	2 days	1 day		3,000
	5. Speakers	1 day	2 days		3,000
	6. Marketing	2 days	15 days		17,000
	7. Sponsorships	4 days	10 days		14,000
	8. Meetings with Best Practice Club	3 days	3 days		6,000
	9. Logistics in Mumbai	1 day	5 days		6,000
	10. Detailed program - Go	3 days	3 days		6,000
	11. Facilitation	3 days	21 days		24,000
	12. Feedback / learnings / GBN	2 days	1 day		3,000
	13. Expenses (see budget)	24,096.00	24,096.00		48,192.0
	<b>Total</b>	<b>46,096.00</b>	<b>66,596.00</b>	<b>5,000.00</b>	<b>138,192</b>
<b>Status: (Requested or Approved)</b>					

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

For the purpose of this application a charge out rate per day for Benchmarking Partnerships and the Best Practice Club 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)*

**Year 2009**

**3,000 Euro after Step 10 expected in November 2009 – Go ahead**

**Year 2010**

**2,000 Euro on completion of project – end February 2010**

**Note that costs of airfares and accommodation for GBN speakers and other expenses are to be paid by the Best Practice Club and Benchmarking Partnerships, and the risks of these are equally shared by the Best Practice Club and Benchmarking Partnerships, with no risk to GBN .**

**(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 B. Seales 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.