

# Achieving Performance Excellence through Benchmarking

*Cairo (Egypt)*

*1 - 5 February 2026*

UK Training

# PARTNER



## Achieving Performance Excellence through Benchmarking

Code: LM28 From: 1 - 5 February 2026 City: Cairo (Egypt) Fees: 3300 Pound

### Introduction

A key element of continuous improvement is benchmarking. Without benchmarking, organizations cannot gauge how competitive they are or identify where to focus their improvement efforts. Benchmarking helps organizations balance internal problem-solving and improvement activities with the realities of the external environment. This includes industries performing similar functions, geographically separated businesses, and non-profit or public institutions. Under the right conditions, benchmarking can even be performed by direct competitors, leading to improved performance benefiting all stakeholders. Benchmarking not only provides awareness of where the "best" performance lies but, more importantly, it helps create a paradigm shift that internally focused teams may sometimes fail to achieve. It fosters the creative adoption and adaptation of "best" practices, assisting organizations in gaining and maintaining a competitive advantage.

### Course Objectives

By the end of this course on Achieving Performance Excellence through Benchmarking, participants will be able to:

- Understand the importance of performance measurement and how it contributes to performance excellence.
- Set up an effective performance measurement system for shared services.
- Interpret performance measurement results to determine whether processes are ready for improvement.
- Learn the necessary actions to take when processes are not yet ready for improvement.
- Understand the principles of continuous improvement and how to apply them to enhance process performance.
- Gain knowledge of benchmarking, its importance, and how to implement successful benchmarking projects.
- Identify and implement best practices within the organization, adjusting them where necessary for optimal outcomes.

### Course Outlines

#### Day 1: Performance Measurement: The Starting Point for Improvement

- The Need for Performance Measurement.
- Using Data Constructively: How to avoid misuse of data in performance improvement.
- Methods of Selecting Performance Measures.
- Developing a Framework for Performance Measurement.
- Understanding Variation: Why it is key to evaluating performance.
- Histograms, Run Charts, and Control Charts: What they tell us about performance.
- Case Study: The Rods Experiment for practical understanding of performance variation.

#### Day 2: Continuous Improvement

A graphic of a chessboard with several pawns and a king piece. The text 'UK Training PARTNER' is overlaid on the image.

UK Training  
**PARTNER**

- Understanding Variation: Range and standard deviation in process improvement.
- Rods Experiment Part 2: Analyzing results to better understand process variation.
- Improvement vs. Investigation: How to decide whether to improve or analyze a process further.
- Introduction to Control Charts: Tools for taking appropriate actions on process performance.
- The Juran Trilogy: Exploring the fundamentals of continuous improvement.
- How to improve a process: Introduction to the 12-Step Methodology.
- The Power of Teamwork in continuous improvement.

### Day 3: The Tools of Continuous Improvement

- Flow Diagrams: Understanding and analyzing a process for improvement.
- Brainstorming: Identifying causes of problems and potential solutions.
- Cause-Effect Diagrams: Demonstrating the link between a cause and its effect.
- Quantitative Display Tools: Using line charts, bar charts, and pie charts for process analysis.
- Pareto Analysis: Selecting the key aspects to focus on for performance improvement.
- Scatter Diagrams and Correlation: Investigating relationships between variables.
- Introduction to Regression: Advanced techniques for performance analysis.

### Day 4: Introduction to Benchmarking

- What is benchmarking?
- Why do organizations need to benchmark?
- Benefits of Benchmarking: How benchmarking drives performance excellence.
- The History of Benchmarking and its evolution.
- Different methods of benchmarking and their relationships.
- How to identify potential benchmarking projects.
- An overview of the benchmarking process.
- Tips on selecting your first benchmarking project.

### Day 5: Running a Successful Benchmarking Project

- Scoping a Benchmarking Study: How to determine what to focus on.
- Planning and resource scheduling for benchmarking projects.
- Normalizing Data: Ensuring comparability across benchmarking partners.
- Selecting benchmarking metrics.
- Identifying and selecting benchmarking partners.
- Securing project support for benchmarking initiatives.
- Inviting organizations to participate in the benchmarking study.
- Data Capture & Analysis: Techniques for efficient data collection and analysis.
- Reporting the results: The starting point for performance improvement.
- Importance of adhering to Codes of Conduct during benchmarking projects.

### Why Attend this Course: Wins & Losses!

This course offers valuable benefits for participants seeking to achieve performance excellence through benchmarking:

- Effective Performance Measurement Strategies: Learn how to implement and utilize a performance measurement system for improved decision-making and performance enhancement.

A graphic of a chessboard with several chess pieces, including a king, queen, and pawns, arranged on it. The board is white and black, and the pieces are gold and silver.

UK Training  
**PARTNER**

- **Tools for Continuous Improvement:** Gain an in-depth understanding of the continuous improvement process and how to apply it effectively in your organization.
- **Benchmarking Best Practices:** Understand how benchmarking strategies can be used to identify gaps in performance and implement best practices.
- **Advanced Analytical Techniques:** Learn how to use various performance measurement tools and techniques like Pareto analysis, control charts, and regression analysis.
- **Increased Organizational Competitiveness:** Learn how benchmarking helps organizations maintain a competitive edge by adapting to industry best practices.
- **Real-World Application:** Through practical case studies and exercises, you will gain hands-on experience with continuous improvement and benchmarking in action.
- **Improved Performance:** Master the techniques for measuring and improving performance in your organization, making significant strides towards performance excellence.

## Conclusion

This course on Achieving Performance Excellence through Benchmarking is designed to help organizations implement and improve performance measurement systems, embrace continuous improvement, and apply benchmarking strategies to stay competitive. By understanding and adopting best practices and continuously evaluating and improving processes, organizations can enhance their performance excellence and achieve long-term success. The practical tools and techniques learned will empower you to lead successful benchmarking projects and bring about meaningful performance improvements in your workplace.



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training  
**PARTNER**



## Blackbird Training Cities

### AFRICA



Kigali (Rwanda)



Cape Town ( South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients

 <p><b>MANNAI CORPORATION</b> MANNAI Trading Company WLL, Qatar</p>	 <p><b>GAC</b> UNE FILIALE D' EGA Alumina Corporation Guinea</p>	 <p><b>Booking.com</b> Booking.com Netherlands</p>	 <p><b>OXFAM</b> Oxfam GB International Organization, Yemen</p>	 <p><b>Capital Markets Authority</b> Kuwait</p>
 <p><b>WS</b> Waltersmith Petroman Oil Limited Nigeria</p>	 <p><b>QNB</b> Qatar National Bank (QNB), Qatar</p>	 <p><b>Qatar Foundation</b> Qatar</p>	 <p><b>AFRICAN UNION ADVISORY BOARD ON CORRUPTION</b> Tanzania</p>	 <p><b>KFAS</b> KFS Kuwait</p>
 <p><b>Reserve Bank of Malawi</b> Malawi</p>	 <p><b>Central Bank of Nigeria</b> Nigeria</p>	 <p><b>Ministry of Interior Kingdom of Saudi Arabia</b> KSA</p>	 <p><b>Mabruk Oil Company</b> Libya</p>	 <p><b>Saudi Electricity Company</b> KSA</p>
 <p><b>BPKH</b> Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia</p>	 <p><b>NATO Italy</b></p>	 <p><b>ENI</b> ENI CORPORATE UNIVERSITY, Italy</p>	 <p><b>GULF BANK</b> Gulf Bank Kuwait</p>	 <p><b>General Organization for Social Insurance</b> KSA</p>
 <p><b>Defence Space Administration</b> Nigeria</p>	 <p><b>National Industries Group (Holding),</b> Kuwait</p>	 <p><b>Hamad Medical Corporation</b> Qatar</p>	 <p><b>USAID</b> Pakistan</p>	 <p><b>STC</b> STC Solutions, KSA</p>
 <p><b>North Oil Company</b> North Oil company,</p>	 <p><b>EKO</b> EKO Electricity</p>	 <p><b>OMAN BROADBAND</b> Oman Broadband</p>	 <p><b>UNITED NATIONS</b> UN.</p>	 <p><b>Authority for Electricity Regulation, Oman</b> Authority for</p>

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Artificial Intelligence (AI)  
Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training  
**PARTNER**

