

Benchmarking and Intangibles

Düsseldorf (Germany)

26 - 30 January 2026

UK Training

PARTNER



Benchmarking and Intangibles

Code: LM28 From: 26 - 30 January 2026 City: Düsseldorf (Germany) Fees: 4200 Pound

Introduction

Welcome to the "Introduction to Benchmarking" course, a comprehensive program designed to equip participants with a deep understanding of benchmarking concepts and techniques. Benchmarking is a strategic process that involves comparing an organization's performance, processes, and practices against industry best practices or competitors to identify gaps and achieve superior outcomes. This course provides the essential knowledge and practical skills necessary to effectively plan and execute benchmarking initiatives, enabling participants to drive organizational growth and competitive excellence.

Course Objectives

By the end of this course, participants will:

- Understand what benchmarking is and its importance in improving organizational performance.
- Learn about the different types of benchmarking, including internal benchmarking, competitive benchmarking, and best-in-class benchmarking.
- Acquire a clear understanding of benchmarking definitions and methodologies for data collection, analysis, and interpretation.
- Develop skills to identify performance gaps and set realistic improvement goals.
- Gain practical knowledge on how to do benchmarking analysis and effectively execute benchmarking projects.
- Explore digital benchmarking strategies to enhance competitiveness.
- Learn to implement benchmarking findings for continuous improvement and sustainable success.

Course Outlines

Day 1: Introduction to Benchmarking

- Benchmarking definition and concepts: Understanding the basics.
- The benefits of benchmarking in driving organizational success.
- An overview of benchmarking types: Internal, competitive, and best-in-class.
- Ethical considerations and common challenges in benchmarking practices.

Day 2: Benchmarking Processes and Methodologies

- The benchmarking process: Planning, data collection, analysis, and implementation.
- Choosing the right benchmarking partners and data sources.
- Qualitative and quantitative benchmarking methodologies.
- Identifying and applying relevant key performance indicators KPIs and metrics.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

UK Training
PARTNER

Day 3: Data Collection and Benchmarking Analysis

- Methods for data collection: Surveys, interviews, and site visits.
- Ensuring data validity and accuracy.
- Techniques for benchmarking analysis to uncover performance gaps.
- Interpreting insights from benchmarking data.

Day 4: Setting Benchmarks and Improvement Goals

- Establishing realistic performance benchmarks and improvement targets.
- Creating actionable plans based on benchmarking results.
- Overcoming resistance to change while implementing recommendations.
- Monitoring progress and measuring the impact of benchmarking initiatives.

Day 5: Leveraging Benchmarking for Continuous Improvement

- Integrating benchmarking into the organizational culture for continuous improvement.
- Using strategic benchmarking to promote innovation and optimize processes.
- Practical tools and methodologies for ongoing improvement.
- Case studies and best practices in implementing benchmarking strategies.

Why Attend this Course: Wins & Losses!

- Gain a solid understanding of benchmarking meaning and its critical role in organizational success.
- Learn how to do benchmarking effectively, whether it is competitive or digital, to enhance performance.
- Master the benchmarking process and techniques to identify gaps and drive improvements.
- Acquire tools and strategies to use benchmarking management to sustain growth and innovation.
- Discover how to leverage benchmarking for success in highly competitive industries.

Conclusion

The "Introduction to Benchmarking" course provides a unique opportunity to gain expertise in one of the most effective tools for achieving organizational excellence. You will learn the benchmarking definition, understand the importance of benchmarking, and acquire the skills needed to conduct comprehensive benchmarking analysis.

Through this course, participants will explore advanced benchmarking practices and develop strategies for applying them to real-world scenarios. Whether you're interested in competitive benchmarking, digital benchmarking, or learning about benchmarking in management, this program will empower you to implement effective benchmarking techniques to achieve sustainable success.

Join us and take the first step toward elevating your organization to new heights of competitiveness and innovation!

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, sans-serif font.

UK Training
PARTNER

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)



Florence (Italy)



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)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



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



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

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

