

Benchmarking and Intangibles

Lisbon (Portugal)

6 - 10 April 2026

UK Traininig

PARTNER



Benchmarking and Intangibles

Code: LM28 From: 6 - 10 April 2026 City: Lisbon (Portugal) Fees: 4400 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 (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid 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 king, a queen, a rook, and a knight) in the foreground. The text 'UK Training' is in a small font above the word 'PARTNER' in a large, bold, black 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)



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

