



# THE CONCEPT OF COMPETITIVE BENCHMARKING

## Assessing Your Organization Against the Competition

Corporate strategy and business planning are important processes that help to define business opportunities and guide the work that the organization and its people must do to be successful. But behind strategy, there are a lot of components that come into play to determine how effective the organization is at creating customer value by getting the right things done at the right time, versus the competition. Individually and collectively, these attributes will provide a picture of the gaps and leadership areas from your own Executives who will know the marketplace.

To effectively implement strategy and drive customer and shareholder value, you need to understand the realities of your competition and their strengths and weaknesses. The vitality of your organization and its ability to compete effectively is a function of the strength of your organization on a number of dimensions. This analytical tool is designed to help you understand where those strengths and weaknesses lie so you can make the appropriate business decisions that will help you achieve your corporate goals.

Our **Competitive Benchmarking Survey** provides a unique portrait of your position versus the competitive on 16 dimensions shown below. Instead of subjective narrative comments, you will create a diagram that illustrates how strong or weak your organization is on 16 dimensions and this will allow you to determine whatever corrective action may be necessary.

Our **Competitive Benchmarking Survey** examines 16 competitive attributes measured in the following three categories:

### □ **Development Leadership:**

Business Intelligence, Innovation, Product Development, Market Development, Client Development

### □ **Operational Leadership:**

Channels, Supply Chain, Production, Delivery, Client Service & Support, Organizational Learning

### □ **Corporate Leadership:**

Strategy & Plans, Executive, Management, Workforce, Execution



*The nature of the attributes and specific survey questions can be customized to your organization's needs.*