



CERTIFIED BENCHMARKING PROFESSIONAL

Driving superior business performance by embracing
benchmarking methodologies



LIVE ONLINE CERTIFICATION

2025 EDITIONS:

- > 02 - 06 MARCH (ARABIC)
- > 22 - 26 JUNE (ARABIC)
- > 30 - 04 JULY
- > 19 - 23 OCTOBER (ARABIC)
- > 03 - 07 NOVEMBER



The KPI Institute is an Accredited Provider of the CPD Standards Office, a Continuing Professional Development global assessor.

Key business benefits:

- > Reach performance improvement by receiving guidance and international benchmarking expertise.
- > Achieve excellence in your organizational processes by applying benchmarking best practices.
- > Attain superior results by managing performance gaps based on benchmarked data.
- > Eligible for Executive Program in Strategy & Performance Postgraduate Diploma.



Over the last years, the team at The KPI Institute:

- > Documented 21,000+ KPIs from 16 functional areas and 25 industries.
- > Reviewed 1,000+ performance reports from 125 countries.
- > Referenced 30,000+ resources as part of the documentation process.



Course overview



The benchmarking methodological uniqueness is represented by the identification of those processes that lead to superior performance, followed by the analysis of the best practices behind that success. Benchmarking offers the opportunity to compare an organization's performance against industry competitors, noting strengths, weaknesses, and different ways of executing projects. As successful businesses constantly focus on improving the quality of their processes, products and services, benchmarking comes as one of the best approaches in achieving innovative ideas and superior procedures within the organization, through finding and implementing best practices.

Participants' profile

> Professionals interested in benchmarking practices

Persons interested in benchmarking practices, data analysis and comparison, as well as performance improvement. Entrepreneurs, analysts and professionals from different fields, interested in acquiring the knowledge needed to understand benchmarking processes and methodologies.

> Top/middle/lower management professionals

Executives, operational managers and analysts, professionals from top/middle/lower management, regardless of their field of expertise, will be able to improve organizational performance through internal benchmarking practices.

> Experts from both delivery and support functions

Experts in finance, accounting, project management, human resources, sales, marketing, logistics, quality control and improvement, strategy/planning and operations, will learn how their current processes and approaches regarding KPIs can be improved.

Benefits

Improve your organizational processes by applying benchmarking best practices;

Link benchmarked data to your organizational strategy and performance objectives;

Set up and apply a benchmarking plan in your own organization, in order to increase competitiveness;

Acquire strong competitive insights from benchmarking specialists' experience and best practices examples to suit your organization's reality;

Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer.

Learning objectives

Associate benchmarking objectives with the organizational strategy;

Design a benchmarking plan for your organization;

Understand the fundamentals of benchmarking methodologies;

Assess performance gaps according to benchmarked data;

Select the relevant benchmarks and establish a monitoring process.

Agenda



Day 1 - 4h

Benchmarking overview

- › What is benchmarking?
- › Definitions and terminology
- › The advantages of benchmarking
- › Governance

Types of benchmarking

- › Formal vs informal benchmarking
- › Performance benchmarking
- › Process benchmarking
- › Strategic benchmarking
- › Benchmarking approaches

Day 2 - 4h

Benchmarking methodologies

- › Benchmarking stages
- › APQC Methodology
- › Camp R.C. Model
- › TRADE methodology
- › Motorola model
- › Kaiser Associates
- › AT&T
- › IBM methodology
- › Xerox methodology
- › TKI's methodology
- › Choosing the suitable methodology

Day 3 - 4h

Benchmarking project planning

- › Scoping
- › Cost-Benefits analysis
- › Benchmarking team
- › Benchmarking partners identification
- › Process documentation
- › Data collection plan

Data collection

- › Data validation with quality standards
- › Data collection process
- › Data collection methods and tools
- › Data adjustment

Day 4 - 4h

Preparation for data analysis

- › Data preparation for analysis
- › Identification and analysis of performance gaps

Insight generation

- › Formulate initiatives to close performance gaps
- › Initiatives formulation techniques
- › Develop a portfolio of initiatives

Day 5 - 4h

Improvement process

- › Implementation road plan
- › Factors influencing the implementation
- › Change management
- › Monitoring and reporting tools

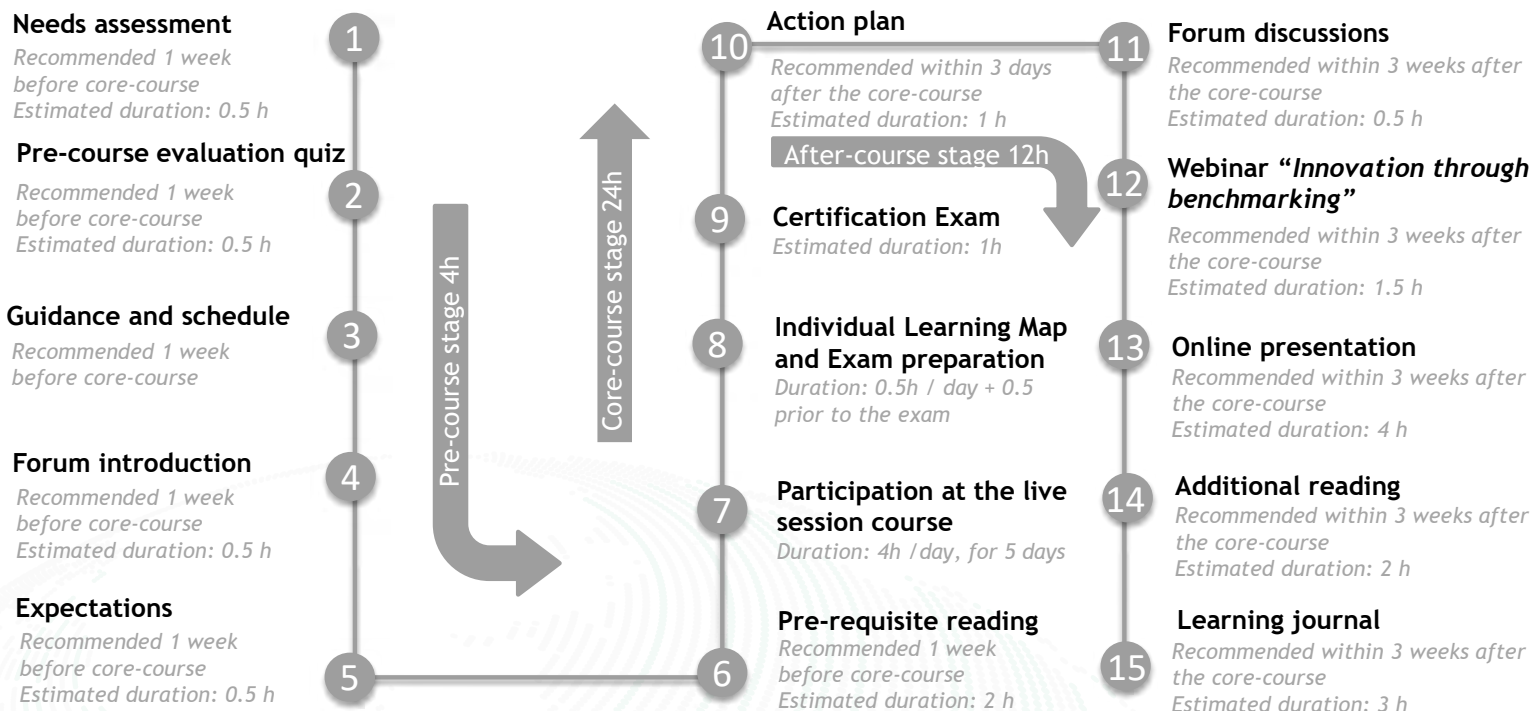
Ethics in Benchmarking

- › Legal issues in Benchmarking
- › Ethical issues in Benchmarking

Review and Q&A

- › Course review
- › Q&A

Certification Process



The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- Certificate of Attendance (soft copy): after participating at the 5 days of live session course;
- Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience and the full payment was received by contractor;
- CPD Certificate of Attendance (soft copy): once successfully obtained the Professional status.

Educational resources



Course materials

- › Course Slides
- › Course notes
- › Course quiz

The qualitative reports

- › Performance Management in 2012 – 2018

Videos

- › 11 videos dedicated to Performance Management

Fact Sheets

- › Advanced Data Comparison Techniques
- › Benchmarking Quotes
- › Conjoint Analysis
- › The KPI Infographic
- › The Benchmarking Infographic

Webinars

- › Free access to all Performance Management webinars series to date

Premium subscription on smartKPIs.com

Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.



Educational resources



This micro-certification course is an additional benefit provided to all participants to upskill professionals in assessing Performance Measurement Frameworks in organizations. The maturity assessment methodology presented during the course is the proprietary knowledge of The KPI Institute and Global Performance Audit Unit, built on 10+ years of research and practical experience in strategy formulation. Moreover, upon course completion participants can request access to one-time, free of charge, the entire evaluation methodology on the GPA Unit online platform.

Professionals will gain practical experience in identifying the strengths and weaknesses of organizational practices and formulating improvement recommendations in 6 key areas:

- KPI Selection
- KPI Documentation
- Target Setting
- Data Gathering
- Data Visualization
- KPI Governance

OTHER RELATED MICRO-CERTIFICATES



**Micro-certificate
in Strategy Planning
Maturity Assessment**



**Micro-certificate
in Performance Improvement
Maturity Assessment**



**Micro-certificate
in Employee Performance
Maturity Assessment**

NOTE: These three micro-certificates are not offered as part of the Certified Benchmarking Professional Program, they can be purchased separately. For more information, [CLICK HERE](#)

Faculty



The KPI Institute retains the authority to designate facilitators for each training course based on business requirements. The TKI Faculty continually expands by incorporating subject matter experts and experienced professionals to guarantee an exceptional experience for our trainees. Consequently, the facilitator assigned to the course may undergo changes prior to the actual delivery date. For information about the appointed facilitator for each session, kindly contact your sales representative or reach out to office@kpiinstitute.org.



Alina Mierioiu

Senior Management Consultant
Expertise: OKRs, Performance
Measurement & Management,
Benchmarking



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Lead Management Consultant
Expertise: Performance
Measurement Management,
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Visualization, Customer Service,
Organizational Excellence,
Innovation, Sustainability



Manhal Dakhl-Allah

Lead Management Consultant
Expertise: Strategy Planning &
Execution, Business Balanced
Scorecards, Performance &
KPIs Management, Employee
Performance Management

About Executive Education in Strategy and Performance



The Executive Program in Strategy and Performance is the most complex educational program in The KPI Institute's portfolio. It is designed for business leaders who are interested in strengthening their skills in strategic planning, performance measurement, data analysis and reporting, and strategy execution in dynamic markets.

Professionals interested in this program, can enroll to obtain one of the following diplomas:

Postgraduate Diploma in Strategy and Performance

Recommended for Executives and consultants interested in developing an in-depth understanding and experience in Strategy and Performance Management.

- › 3 semesters (18 months)
- › 6 mandatory courses
- › 2 elective courses
- › 1 final practitioner portfolio (36 assignments)
- › 1 Postgraduate Diploma in Strategy and Performance

Graduate Certificate in Strategy and Performance

Recommended for professionals interested to explore the basic disciplines related to Strategy and Performance Management.

- › 2 semesters (12 months)
- › 4 courses
- › 1 final practitioner portfolio (20 assignments)
- › 1 Graduate Certificate in Strategy and Performance



"NOTE: Certified Benchmarking Professional is part of the Postgraduate Executive Education program."

Course Fees



Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 30 - 04 July	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
	> 03 - 07 November	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
Arabic	> 02 - 06 March	22:30-02:30 GST	13:30-17:30 CST (US)	USD \$ 1,500
	> 22 - 26 June	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
	> 19 - 23 October	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500

Join as a Group

Customized Live Online Group Training Programs

The KPI Institute is offering Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, together with next-generation online technology, our Group learning programs are unique, accessible anytime, anywhere learning experiences that deliver results for employees and the organization.

This fully customized training solution supports organizations of all sizes to provide their employees with development opportunities in an efficient, impactful and cost-effective way.

Benefits of customized live online sessions



► Flexibility and convenience

Participants can learn from anywhere and it can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime convenient for the group.

► Customized course content

Course content, case studies and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

► Business continuity

Continuity of work with daily sessions scheduled for a maximum 4 hours to ensure both information assimilation efficiency and work-related task completion.

► Virtual collaborative learning

Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

► Cost effectiveness

An estimated of up to 40% savings compared with traditional face-to-face in-house solutions, due to logistical burdens being waved from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	4 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	Selected 1 or 2 sessions from a certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at office@kpiinstitute.org or contact one of the region representatives.

Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current systems or tools and provide feedback on how to improve current strategy, performance measurement and management practices.
- ▶ Our dedicated coaches are industry, capability and functional area experts who guide the participants in addressing their business needs and requirements.
- ▶ They will work closely with attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call for all delegates or individually between each participant and the facilitator.

**Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

Get in touch with us for a customized quotation

Registration

3 ways to register

Online

marketplace.kpiinstitute.org

Direct contact

Call us and we will assist you through the registration process.

Middle-East Delegate

Teodora Gorski

Managing Director MENA

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Worldwide Delegate

Alexandru Muntean

Head of Customer Engagement

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Registration form

Email us with your registration details

Payment

Credit card

Pay by credit card using the online facility.

Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

Participant details:

Mr. ☐

Mrs. ☐

First name

Last name

Job title

Email

Phone

Organization

Department

Date of training course

Training course

City

Country

Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

Term of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

Signed

Date

Company stamp

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only be used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.



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