

# Classical Benchmarking



---

Reality



# Benchmarking Definition

Is the practice of being humble enough to admit that someone else is better at something, and being wise enough to learn how to match and even surpass them at it.

# Classical Benchmarking Study:

- **Follow Phases or Steps (i.e. Planning, Collecting, Analysis, and Adapting)**
- **Follow Protocol**
- **Produce a Report**
- **Implement Changes**

Timeframe 4-6 months usually with a Team

# Reality:

- **Planning (how I'm going to meet the short deadline and where can I cut corners)**
- **Data Research (limited to Internet and some calls to personal contacts w/i government)**
- **Review research and analyze information**
- **Prepare report on research findings**

**Timeframe 5 days - 2 months with small and/or no team**

# Scenario:

**I want you to perform a Benchmarking Study on \$#@\*&. I need it done within the next month and you will have a small team of people to assist you.**

## Fact

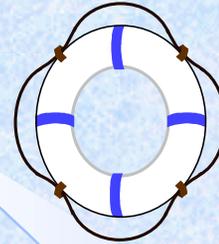
- **The requester doesn't understand what is involved in a Benchmarking Study**
- **The team doesn't have any Benchmarking knowledge and they really don't want to be involved**
- **The team has to perform their daily job and fit this project in whenever they can**

# Options

- **Explain to the boss what a Classical Benchmarking Study involves and explain to him/her how long a study really takes.**
- **Try to perform a Classical Benchmarking Study in a very short timeframe.**
- **Decide to do the best you can with the time and team you've been given and make sure everything is noted in the final report.**

# Final Answer

50/50



**Decide to do the best you can with the time and team you've been given and make sure that everything is noted in the final report.**

**Make sure that the requester understands that this is not a true Benchmarking Study and these might not be the "Best" practices.**

## **Steps you can follow:**

- 1 Provide short benchmarking orientation to team**
- 2 Decide scope of study**
- 3 Perform extensive research on Internet**
- 4 Phone a benchmarking professional w/i government**
- 5 Phone a friend to gather agency information**
- 6 Review and analyze data**
- 7 Write report**
- 8 Submit report and be prepared to validate findings**

## ① Provide short benchmarking orientation

**Provide a short benchmarking orientation to the team. This will give them a better understanding of what they are doing and why. Try to keep it short and focused on the type of study you are performing, not the phases involved in a Classical Benchmarking Study.**

**2 Hours**

**Timeframe: 2 Hours**

## 2 Decide scope of study

- **Talk with the team to ensure that everybody understands the scope of the study.**
- **Plan the study.**

**1 Day**

**Timeframe: 1 Day + 2 Hours**

### **3 Perform extensive research on Internet**

- **Use the Internet to gather information.**
- **Use your agency Librarian to assist in the research. They have access to and the knowledge of where to get information.**
- **Look w/i your own agency, sometimes you are the best. (Internal Benchmarking)**

**5-10 Days**

**Timeframe: 10 days + 1 Day + 2 Hours**

## **④ Phone a benchmarking professional w/i government**

**There are many federal, state, and local professionals that know and understand benchmarking. Find out who they are, make a friend, and use them to help you through this process.**

**The Inter-Agency Benchmarking & Best Practices Council will help you if you call.**

**Timeframe: 0 (It's just smart)**

## ⑤ Phone a friend to gather agency information

**This is the time when your real friends stand up. They will take the time to assist you and provide you with information and/or other contacts.**

**Try to gather information from people you know. If you do, you won't need to follow the **Benchmarking Protocol** to the letter.**

**5-10 Days**

**Timeframe: 10 days + 1 day + 2 hours (this is completed simultaneously w/research)**

## ⑥ Review and analyze data

Now that you have gathered all the data, the team will need to perform the tedious job of: read, review, analyze, discard, and select. Remember:

- Not all the information will or can be used.
- Only keep the best information for use in the report.
- Statistics are good in the right place.
- Select information that is within the scope of the study.

**5-15 Days**

Timeframe: 15 days + 10 days + 1 day + 2 hours

## **7** Write report

**Now that you have selected the data, write the report.  
Before you put your fingers to the keys:**

- **Design the report format.**
- **Organize your thoughts. What do you want the reader to come away with? What points are you trying to convey?**
- **Ensure you include a concise executive summary.**

**5- 10 Days**

**Timeframe: 10 days + 15 days + 10 days + 1 day + 2 hours**

## **8** Write report (continued)

### **Report Format:**

**The report should be easy to follow and easy to read. Stay away from technical jargon, legal-eze, and acronyms. Don't include anything that you can't validate. The format should include:**

- Introduction**
- Executive Summary**
- Current Perspective**
- Findings**
- Recommendations and Closing**
- Bibliography**

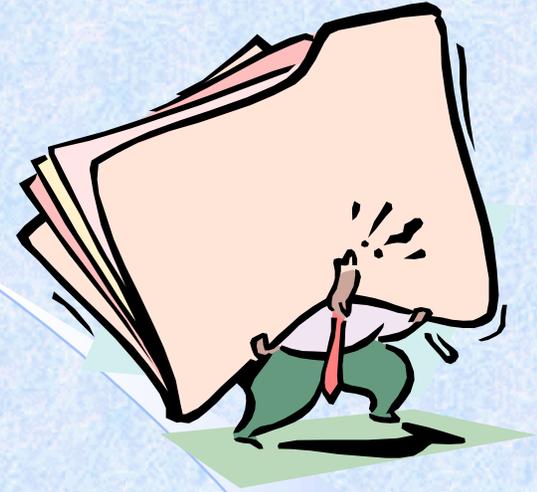
## 9 Submit report and be prepared to validate findings

**Now that you have finalized the report it is time to give it to the person who requested it. Be prepared to answer questions and in some instances brief the findings. Also be prepared to validate the findings, especially those that aren't favorable or are Out-of-the-Box for your agency's culture and organization. Don't be surprised if this report becomes **CredenzaWare**. Most studies don't get adapted and/or implemented because of lack of resources, unexpected findings, and/or the time just isn't right.**

## What do you do NOW?

**Don't get frustrated, feel proud. You completed a study, gathered good information, learned more than you needed to know about a subject you didn't want to know anything about, and now you must answer all those e-mails.**

**36 days 2 hours**



**Really!**

**You have entered another world, now you will always want to research before you make any decisions or provide any input. Congratulations!!! You are doomed to a life of continually looking for the best.**