



Benchmarking against the best

Surprising pitfalls and best practice

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When what we did last time doesn't work.

Others are successful



**How did they
get there?**





Benchmarking - Moral, Social Persuasion



Best

Better

Good

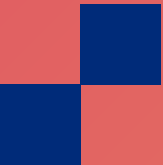
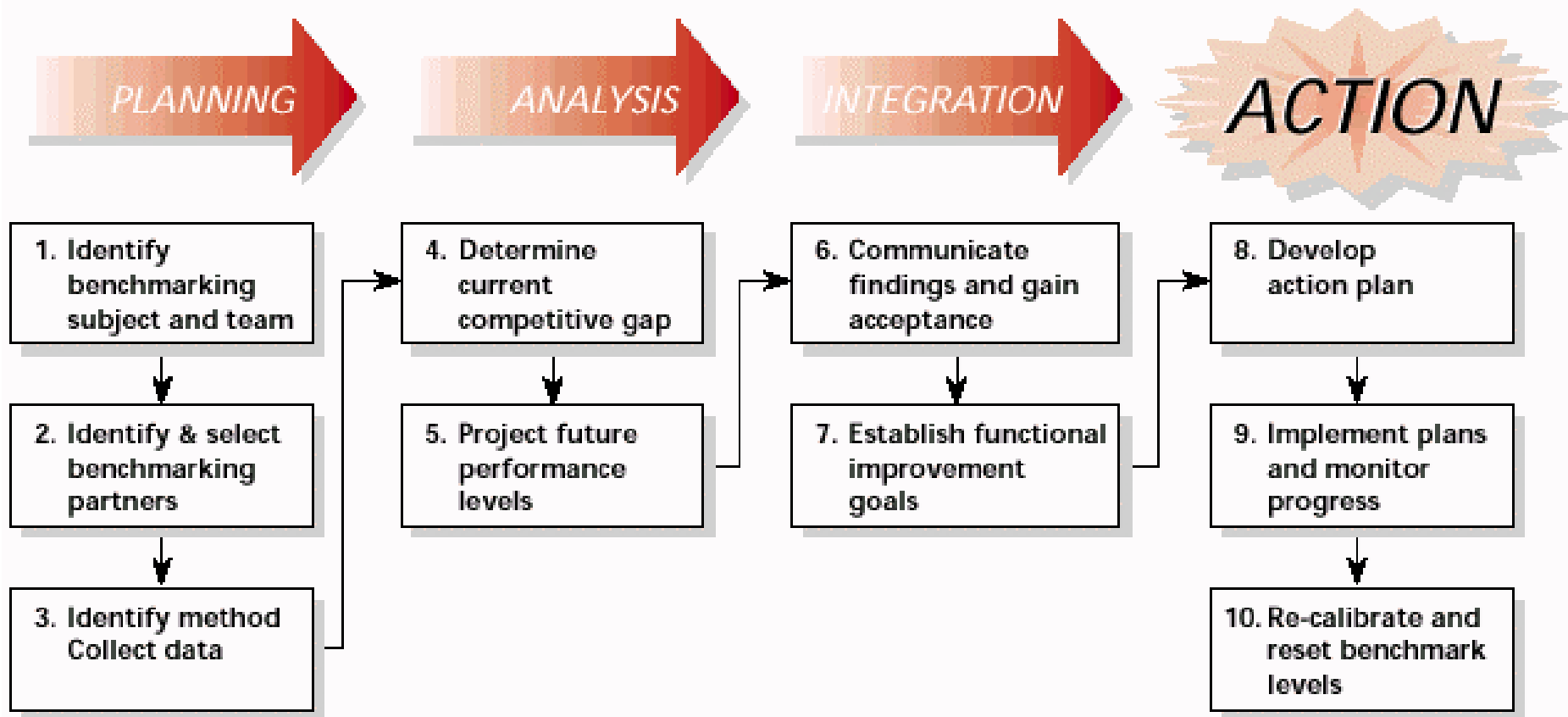
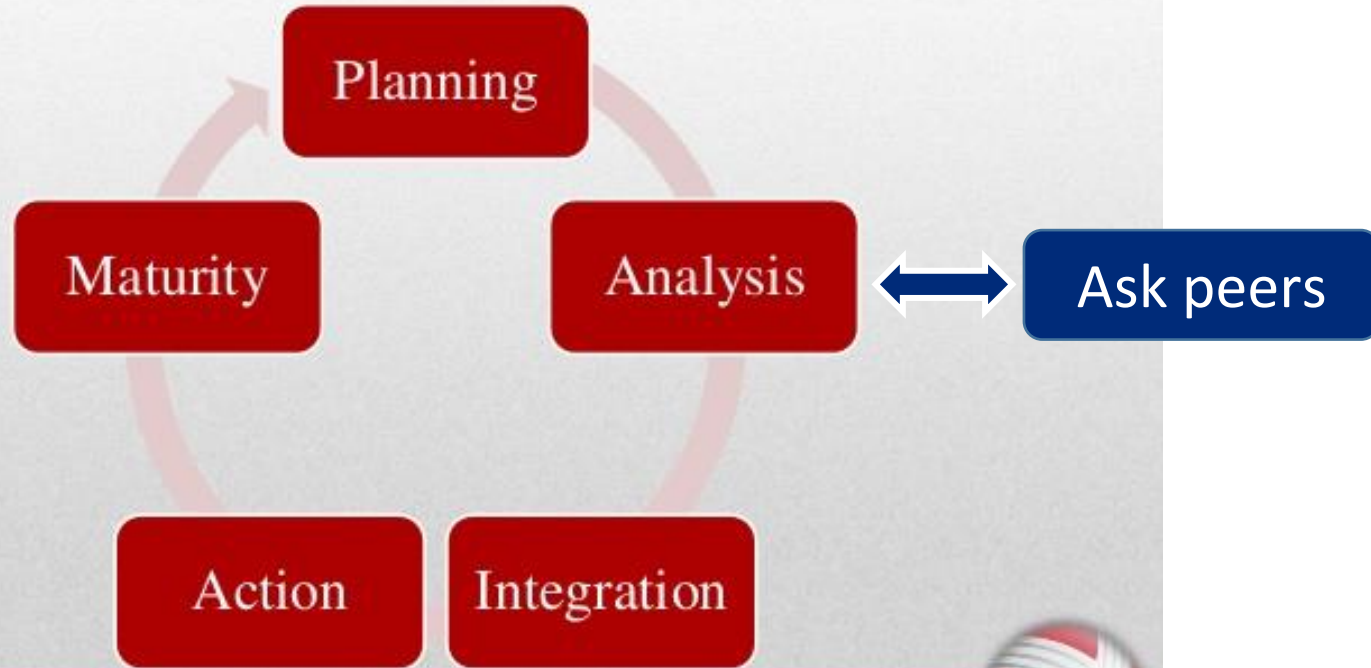


Figure 1: The Xerox 10-step Benchmarking Process



BENCHMARKING PROCESS AT XEROX





Benchmarking charities: the power and the challenge



haysmacintyre

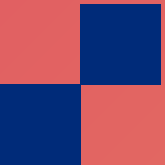
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Benchmarking Report 2019



Selecting your comparators

Select those who are your natural benchmarks but that is not enough





Identifying leading schools

The small schools movement

Evidence – among high performing schools there is an unrepresentatively large proportion of smaller schools



A

A

A

2.22

B

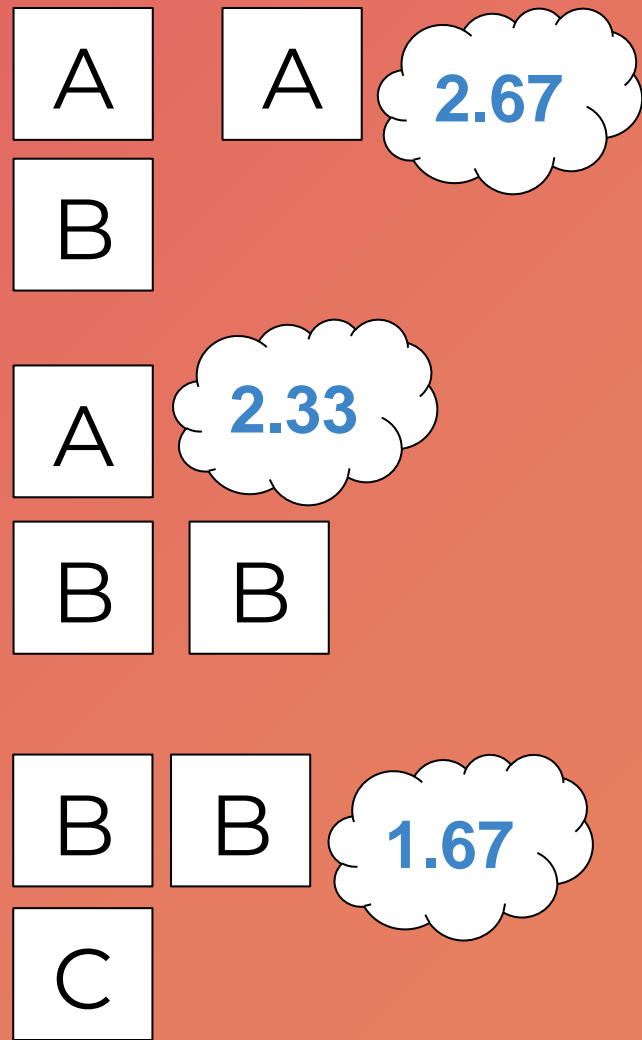
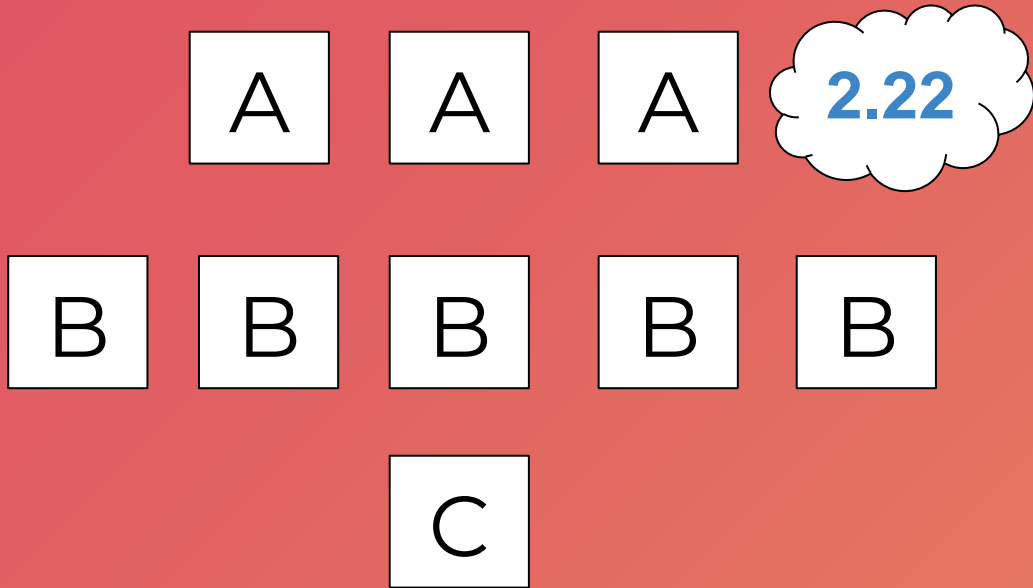
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B

B

B

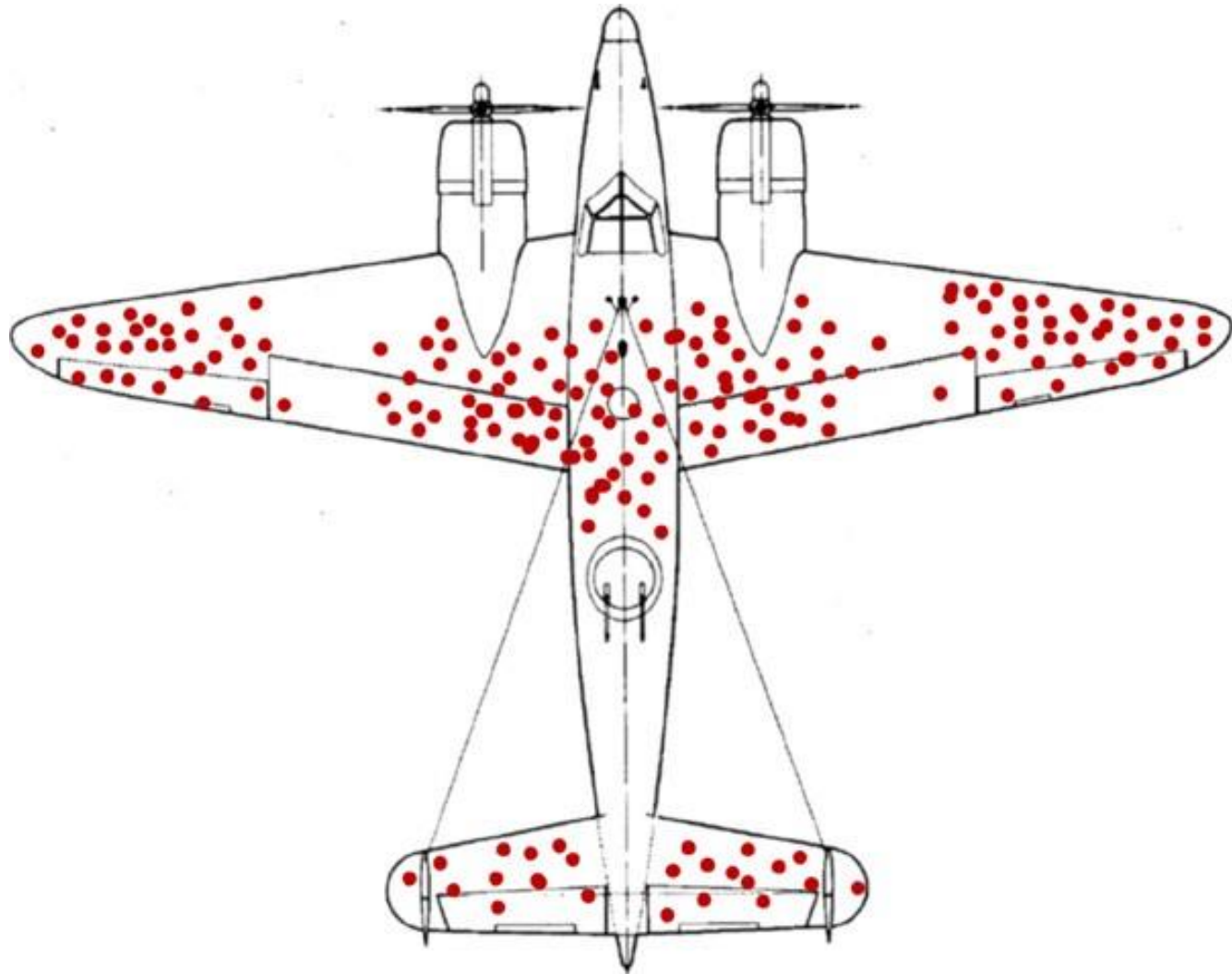
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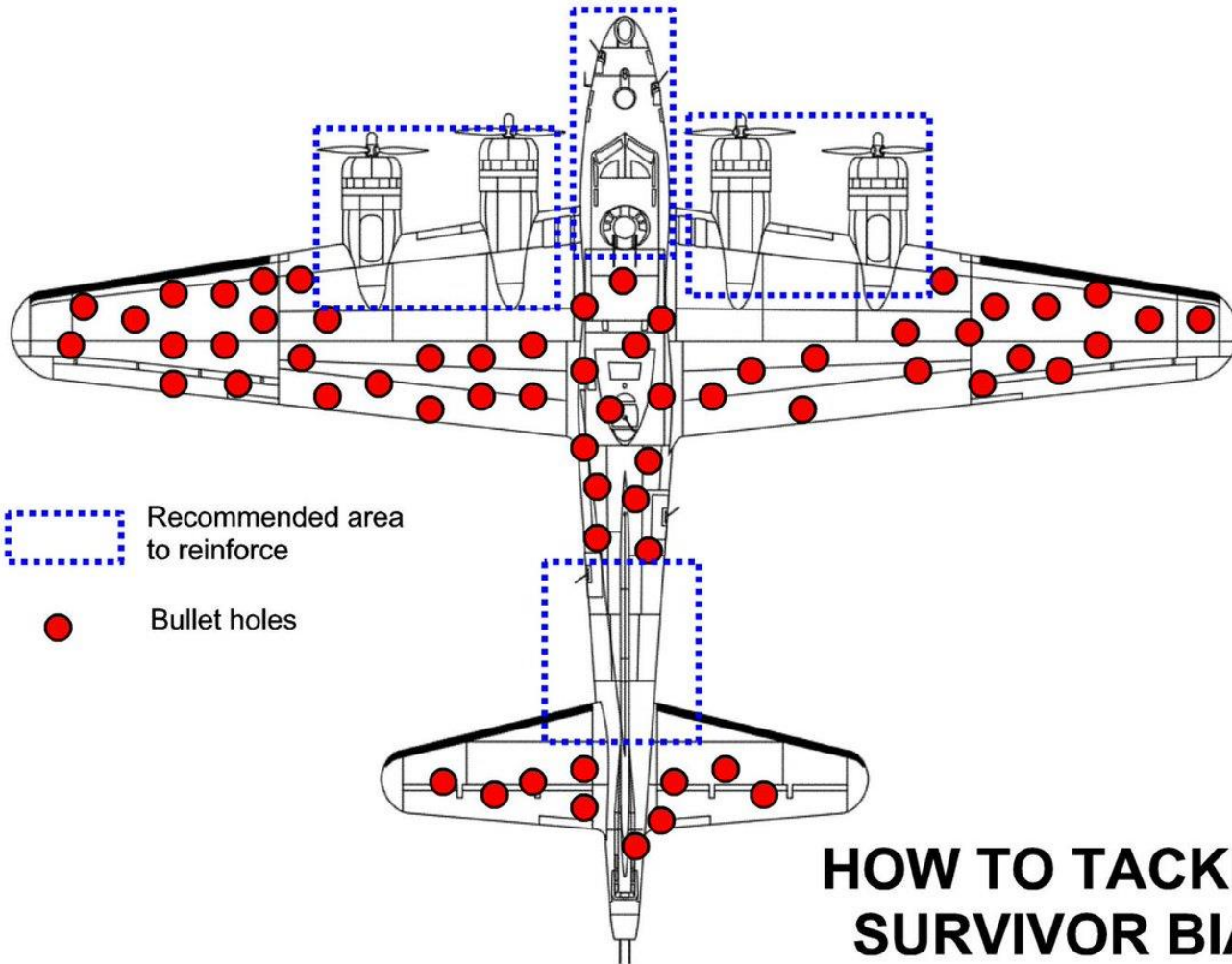


Identifying success in wartime

Aircraft returning from missions have hits by enemy weapons over various parts of the plane.







HOW TO TACKLE SURVIVOR BIAS



Identifying successful individuals

- All leaders shared two key traits
- They persisted, often despite initial failures
- They persuaded others to join them



Identifying your best customer service

- Customer service surveys – same questions about customer service from all support groups then ranked against each other.



Post benchmarking: Introduced bootcamps to university

Bootcamp

Attended
Attended

% Recruits



Not

% Recruits



Get behind the numbers

Talk to those who really know





Summary

“Any fool can learn from his mistakes.
The wise man learns from the mistakes of
others.”



Best

Better

Good

