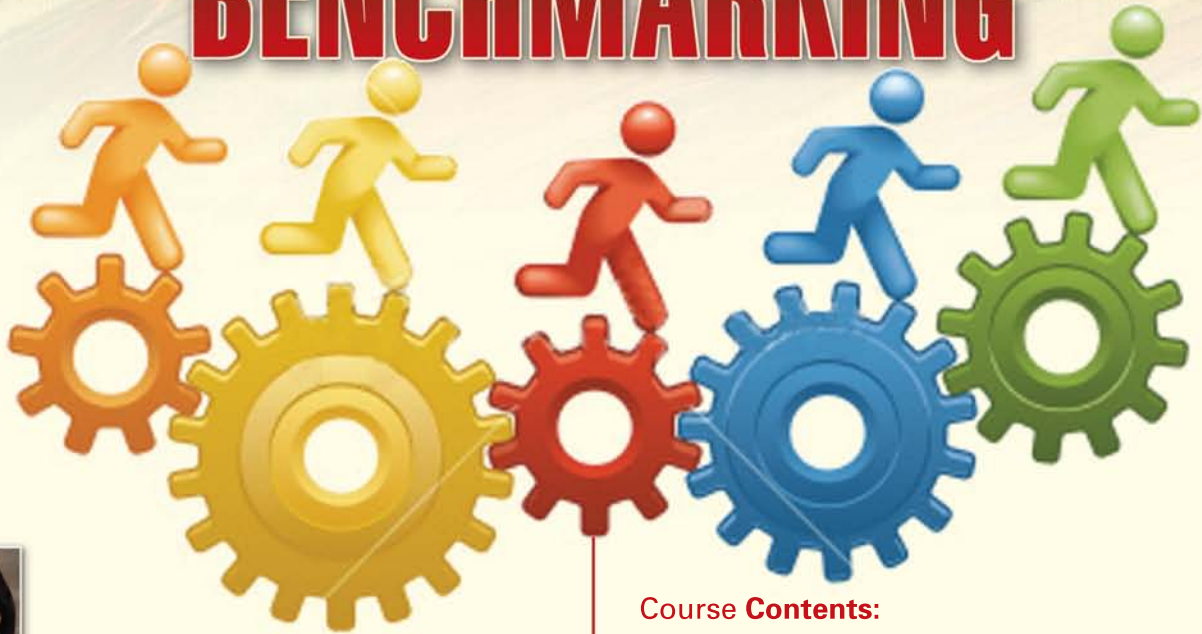


# Introduction to **BENCHMARKING**



Course Facilitator:  
**Sualeha Bhatti**

**22 January 2010**, Royal Palm Golf & Country Club, Lahore  
**25 January 2010**, Sheraton Hotel & Towers, Karachi  
**9:30 am to 5:00 pm**

## Key Benefits:

- ▶ Understand the process of generic benchmarking.
- ▶ Identify areas within the organization where benchmarking can be applied.
- ▶ Understand when and how to undertake benchmarking projects and activities.
- ▶ Come to an understanding of the time and commitment required to benchmark.
- ▶ Understand how benchmarking can yield concrete results for the organization.
- ▶ Conduct successful benchmarking.

## Course Overview:

This program looks at the reasons for benchmarking as well as the various kinds of benchmarking options available to an organization. It helps in developing a clearer understanding of the process of benchmarking so that organizations can set their own benchmarking targets.

## Who should attend?

This program is suitable for individuals who are responsible for business improvement or quality within their organizations and wish to undertake structured benchmarking activities at operational and managerial level.

## Course Contents:

### Introduction to Benchmarking:

- Origins of benchmarking (SHUKKO)
- What does benchmarking mean?
- The practice of benchmarking
- Reasons for benchmarking
- Link between practices and metrics
- Link between TQM and benchmarking

### Planning The Study

- Generating commitment for benchmarking
- Responsibilities of a benchmarking team
- Characteristics of a benchmarking team
- Arriving at your benchmarking subject

### Analyzing Your Process

- Flow charting and analysis

### Finding Benchmarking Partners

- Finding partners
- Getting potential partners to participate
- Code of conduct

### Data Collection

- Questionnaire
- Preparing for the site visit
- Writing the site visit report

### Analyzing Data

- Constructing a comparison matrix
- Identifying the best practices

### Adapting The Data

- Setting goals to close the gaps
- Adapting the enablers
- Developing an implementation plan & its execution

**Register Online**

 021-34534261, 021-34536315  021-34520708, 021-34546639  0300-8275351  register@octara.com, octara@gmail.com

**www.octara.com**



Course Facilitator:  
**Sualeha Bhatti**, Chief Consultant & CEO, Winning Edge

Sualeha Bhatti – Chief Consultant and CEO of Winning Edge is one of Pakistan's leading names in the field of training and development. She holds a master's degree in Business Administration from UK and has had the privilege of interacting with and learning from some of the best known names in this field such as Tom Peters, Robert Holding, Robert Benninga, etc.

She has worked in a number of industries before venturing in the field of training and consultancy. Her practical experience ranges from trading companies to manufacturing and from hospitality to pharmaceutical industries. It is this experience that enables her to bring into her assignments a versatile knowledge of processes applied in

different industries and helps her clients arrive at informed decisions. Her 17 years of experience in corporate change and creating transformational learning experiences has exposed her to a multitude of businesses and organizations both in Pakistan as well as abroad.

Helping people realize their potential and be the best they can be is the aim of all her training programs. She is known for her ability to create learning experiences where people can go deep within themselves and emerge with renewed faith in their own capabilities. She believes that training should be a combination of both, self-discovery and skills, as one without the other fails to make a long lasting impact. Her ability to build rapport with her participants makes her trainings fun and highly interactive.

Sualeha has trained participants from:



## Workshop Investment

PKR **9,500/-** per participant

**10% Group Discount** on 2+ nominees

Course material, Octara certificate, lunch, refreshments & business networking

### Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
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To receive this flyer by e-mail drop us a line at [info@octara.com](mailto:info@octara.com)

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#### Registration Note

Participation will be confirmed subject to receipt of payment.

#### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 12 months.

BRING

## Introduction to Benchmarking

### In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Mohsin Rahim at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at 0321-2133409 for more details

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