CERTIFIED BENCHMARKING PROFESSIONAL

Fact sheet: Benchmarking quotes

Dear course participant,

I recommend you to read in advance some testimonials connected to Benchmarking, in order to have a broader overview upon the subject. Find below a list of testimonials you might consider useful in your learning experience.

Nb.	Quotes	Autor
1	*If you know your enemies and know yourself, you will not be imperiled in a hundred battles…if you do not know your enemies nor yourself, you will be imperiled in every single battle.*	Military General Sun Tzu, Art of War
2	*Many Los Angeles and Southern California business leaders have adopted the practice of measuring company performance by monitoring key performance indicators (or KPIs). However, monitoring KPIs is just the first step in gauging business performance. There needs to be some standard against which KPIs are measured and compared.* *The concept of benchmarking goes back to the idea that performance measurements (including KPIs) mean very little in and of themselves without a basis of comparison. You can't just look at numbers in isolation; rather, they need to be compared to (or benchmarked against) an objective standard.*	Arthur F. Rothberg, Managing Director, CFO Edge, LLC
3	*We have always done a lot of year-to-year benchmarking. At the start of each year, we estimate what we expect our figures to look like. If the actual numbers don't match our estimates, then we try to understand why. For instance, one year we saw our payroll go up.*	Gregory S. Brinton, MD, MBA, a founding partner of Retina Associates of Utah and an AAOE board member

	When we looked at it, we realized that we were paying a lot of overtime. We calculated that if we hired one more employee, we would cut overtime to such an extent that we would actually save money on payroll.	
4	*The process allows you to understand where you are and where you can be, and then provides a view of how you can identify the lessons learned in your study. These are the best practices. They are what you can form the basis for improving your process for moving it to where it needs to be.*	Dave Trimble, Change Management, Prosci