



Leadership And Corporate Accountability

Lecture 6



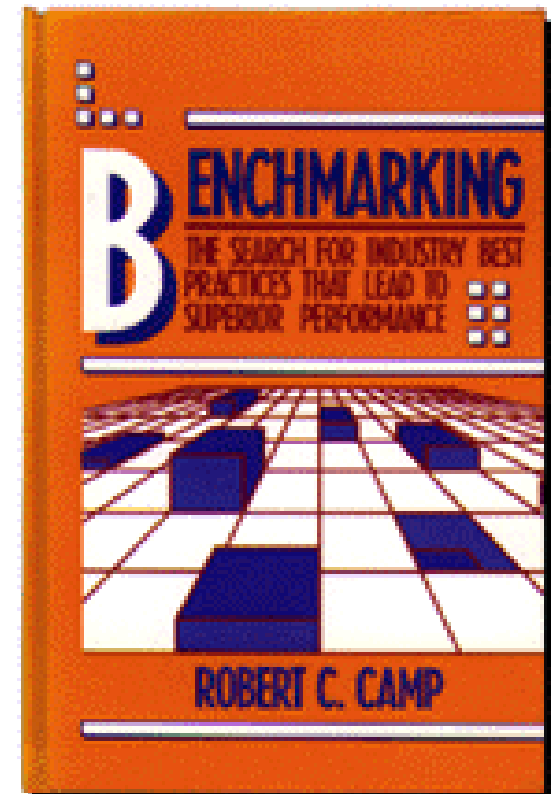
Benchmarking

🎯 Chalk and bench activity



Who

- ◎ Robert C. Camp 1989
- ◎ Bachelors degree in civil engineering from Cornell University
- ◎ MBA from Cornell University's Johnson School of Management
- ◎ Ph.D. in logistics and operations research from The Pennsylvania State University



Benchmarking

- ◎ Is a process
- ◎ Is secrets of success

Four Forms

- ◎ Generic
- ◎ Functional
- ◎ Competitive
- ◎ Internal



Types

- ◎ Process benchmarking
- ◎ Financial benchmarking
- ◎ Benchmarking from an investor perspective
- ◎ Performance benchmarking
- ◎ Product benchmarking
- ◎ Strategic benchmarking
- ◎ Functional benchmarking
- ◎ Best-in-class benchmarking
- ◎ Operational benchmarking



Activity

◎ Connect the dots

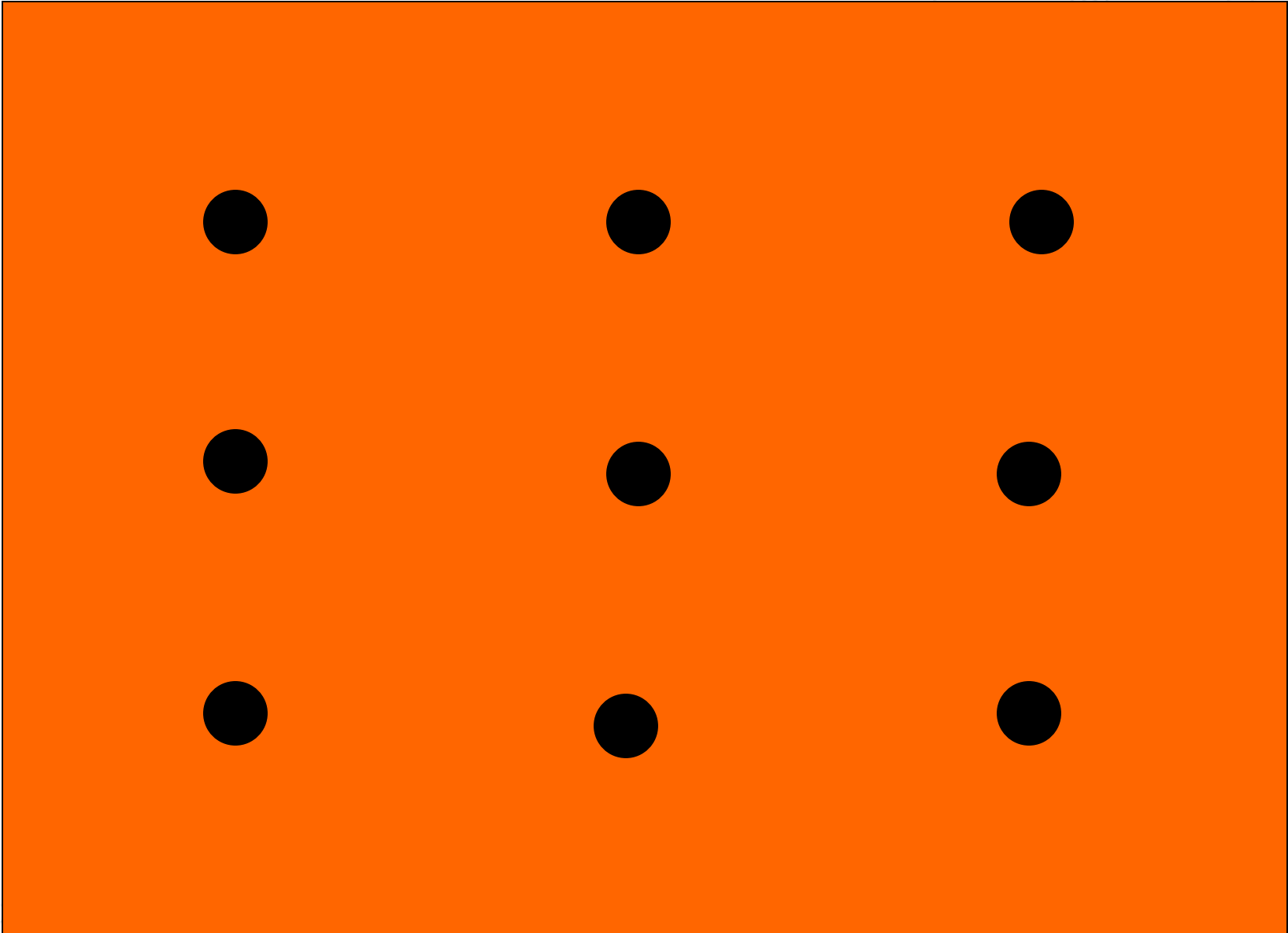
◎ Rules

1. Draw in a straight line.
2. Pen does not leave the blackboard.
3. All dots have to be connected

Goal:


As few lines as possible.







Prerequisites

- ◎ Will and commitment
 - ◎ Vision and strategic objective link
 - ◎ Goals to becoming the best
 - ◎ Openness to new ideas
- 



Prerequisites (cont.)

- ◎ Understanding of existing processes, products, services, practices, and customer needs
 - ◎ Documented Processes
 - ◎ Process analysis
 - ◎ Research, communication, and team-building skills
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