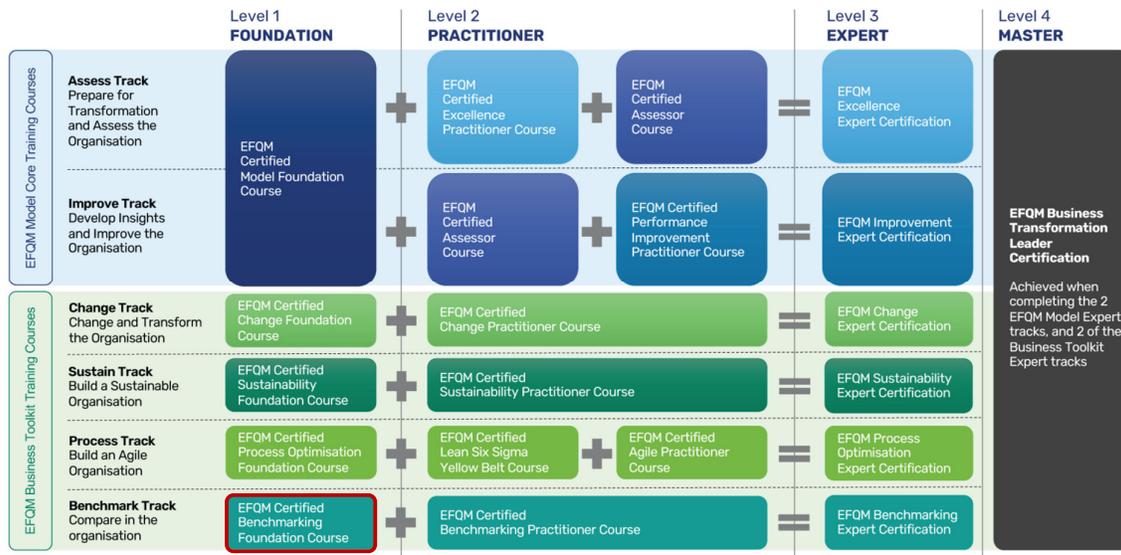


EFQM Certified Benchmarking Foundation Training 2025

Equips participants with the foundations and a practical, structured approach (TRADE) to identify, adapt, and deploy best practices through benchmarking to drive measurable performance improvement and change, aligned with the EFQM Model.



This course is a pre-requisite to participate in the EFQM Certified Benchmarking Practitioner course.

Build benchmarking maturity capability

Best practice, adapted (not copied)

EFQM-aligned benchmarking approach

Overall course topics

- Benchmarking fundamentals: meaning, value, evolution, and performance levels
- Best practice: what it is, why “best” is context-dependent, and how to adapt it
- Types of benchmarking: informal vs formal; performance vs best practice; internal/competitive/strategic/process/core/creative approaches
- Benchmarking maturity: assessment bands, characteristics, and development pathway

- Real-world benchmarking examples and cross-industry learning case studies
- TRADE Best Practice Benchmarking Methodology: stages, key steps, and project exercise
- Benchmarking as change management: attitudes to change and psychological safety enablers
- Infrastructure & governance: Benchmarking Coordinating Unit roles, portals, partnerships, recognition

Goals

By participating in this course, participant will build a solid, practical foundation to use benchmarking to drive measurable improvement and change: they will understand the value of benchmarking and how it enables breakthrough performance, distinguish the main types of benchmarking and “best practice,” learn the end-to-end TRADE Best Practice Benchmarking Methodology, and be able to assess their organisation’s benchmarking maturity and propose concrete actions to strengthen capability, governance, and best-practice sharing.

Learning objectives

By the end of the course, participants will be able to:

- Build a shared understanding of benchmarking and best practice, including key types and when to use them
- Learn the TRADE methodology end-to-end so you can plan, run, and evaluate best practice benchmarking projects in a structured way
- Understand how benchmarking enables change and how to increase adoption through psychological safety and engagement
- Recognise what organisational capability (governance, resources, portal, partnerships, recognition) is required to sustain benchmarking at scale
- Understand benchmarking maturity and how to assess it to prioritise capability-building actions

Learning outcomes

Participants will leave able to:

- Explain the value of benchmarking and how it drives breakthrough performance and excellence
- Describe how benchmarking can be used as a change management tool and what enables successful adoption
- Distinguish the main benchmarking types/approaches and select an appropriate approach for a given need
- Describe the key stages and steps of the TRADE Best Practice Benchmarking Methodology
- Assess an organisation's benchmarking maturity and recommend actions to strengthen capability and infrastructure
- Identify the core elements of sustainable benchmarking governance (e.g., coordinating unit roles, portal, partnerships, recognition)

Certification (exam)

Final online exam: **30 multiple-choice questions, open book, bloom level 1 & 2, max 60 minutes, pass mark 60%.**

