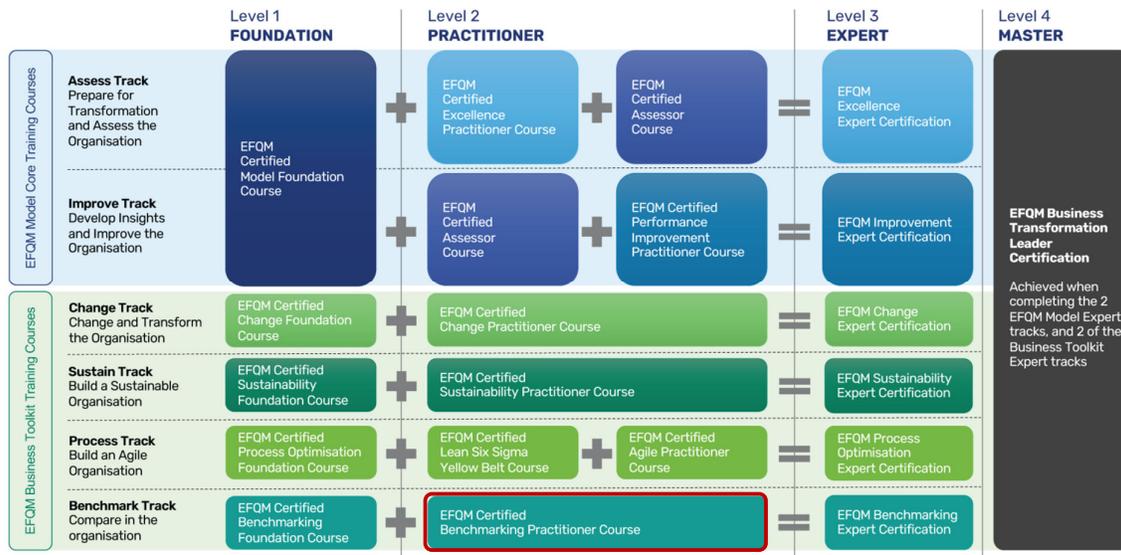# EFQM Certified Benchmarking Practitioner Training 2025

Equips participants to plan and execute end-to-end best practice benchmarking projects using the TRADE methodology—applying the right tools, research methods, partner engagement, and project management to turn benchmarking insights into implemented, measurable improvements.

This certification is a crucial step towards the EFQM Certified Benchmarking Expert designation.

Turn benchmarking into action

EFQM-endorsed methodology

From insights to implementation plan

Overall course topics

- **TRADE methodology overview** (5 stages, structured delivery, roles, resources).

- **Terms of Reference (Plan):** defining the focus area, project brief, team roles, code of conduct, TOR contents, stakeholders/communications, risk/change/task/documentation management, and sponsor stage-gates.

- **Review (Current state):** research tools to understand the focus area; defining performance measures (cost/quality/time/value); baselining current performance; prioritising what to benchmark; readiness to proceed.

- **Acquire (Best practices):** research plan and search criteria (core + creative partners); desk research and partner identification; inviting partners ethically; site visit/virtual learning planning; analysis; recommendations and validation; approval to deploy.

- **Deploy (Implement):** communicating recommendations to stakeholders; interim reporting; implementation planning (master/action plans, quick wins, pilots); securing approvals; tracking performance impact; approval to evaluate.

- **Evaluate (Prove impact & close):** cost/benefit and ROI; project review and lessons learned; internal/external sharing; final report; formal closure and archiving for reuse.

Goals

By participating in this course, learners achieve the goal of being able to plan and execute a complete best-practice benchmarking project using the TRADE methodology—building a strong understanding of benchmarking principles, becoming competent in the tools and techniques used across the stages, strengthening project management and change-management execution, and developing research capability to identify suitable benchmarking partners and best practices, with learning consolidated through review and an exam pathway to EFQM Practitioner recognition.

Learning objectives

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

- Build a sponsor-ready **benchmarking project foundation** (clear aim/scope, governance, roles, ethics, stakeholder engagement, documentation, stage-gates).

- Establish a **baseline and measurement system** for the project (performance measures and current performance tracking).

- Design and execute a **best-practice acquisition strategy**, including partner search criteria, desk research, partner outreach, and structured learning interactions (e.g., site visits/virtual meetings).

- Convert findings into **validated, implementable recommendations** with targets, benefits, resources, and a clear implementation plan that can be approved and executed.

- Demonstrate **impact and ROI**, capture lessons learned, share outcomes, and close the project professionally while retaining organisational learning for future benchmarking cycles.

Learning outcomes

Participants will leave able to:

- A strong understanding of benchmarking principles and practices.

- Competency in applying benchmarking tools and techniques.

- Project management skills for effective benchmarking and change management.

- Research skills to identify benchmarking partners and best practices.

- Ability to apply the TRADE Best Practice Benchmarking Methodology to plan and execute benchmarking projects.

Certification (exam)

Final online exam: **20 multiple-choice questions, open book, bloom level 3 & 4, max 60 minutes, pass mark 60%.**