ITC’s BENCHMARKING PROGRAMME

Measuring organizational performance

WHAT IS ITC’s BENCHMARKING?

ITC’s Benchmarking gives Trade Promotion Organizations (TPOs) and Trade Support Institutions (TSIs) an independent and objective assessment of their efficiency and their performance in relation to the good business practices of similar organizations. The methodology uses a comprehensive set of benchmark measures, developed specifically for organizations that provide trade development and promotion support. The programme helps these organizations identify areas for improvement so they can increase their impact, and provides a global learning platform so they can compare processes and business practices.

WHY IS BENCHMARKING IMPORTANT?

TPOs and TSIs are diverse and complex. Their performance depends on a number of internal and external factors that influence their ability to efficiently and effectively serve a wide variety of stakeholders – including government bodies and private sector organizations. ITC’s Benchmarking programme focuses on the key factors of organizational performance and examines how these factors interact. Using ITC’s in-depth understanding of TPOs, TSIs and their operating environment, the benchmarking methodology employs a structured and results-oriented approach to identify institutional strengths and weaknesses as a first step towards improvement.

www.tisibenchmarking.org
**THE METHODOLOGY**

The assessment is based on a maturity based model of analysis© comprising 225 indicators of performance shaped around four main areas of performance: Leadership and Direction; Resources and Processes; Products and Service Delivery; and Measurement and Results. See below.

ITC offers two different versions of benchmarking: assisted assessment and self-assessment. The assisting assessment is facilitated by ITC experts and provides a highly customized and objective analysis that offers recommendations for improvement.

The self-assessment is an abridged version that allows a quick self analysis, but no recommendations. It is available free of charge to all TSIs by login into our online platform www.tisibenchmarking.org.

**THE BENCHMARKING REPORT**

The assessment is processed with proprietary software. The primary focus is on improving performance. For assisted assessments, TPOs and TSIs receive a comprehensive, confidential report that interprets scores and provides a detailed analysis of the organization’s strengths and weaknesses. It includes recommended areas of action specifically for the organisation and suggests follow-up activities.
The benchmarking review also identifies areas where the TPO is performing well or is innovating. These areas may provide material that would be useful to share with other TPOs and ITC may ask if the organization is willing to share its knowledge and experience on ITC’s benchmarking platform.

**BENCHMARKING PLATFORM – USER TOOLS**

The ITC benchmarking programme is supported by an online learning platform that has a range of tools and functionalities that helps users analyse their organization’s performance at different levels of disaggregation. TPOs or TSIs register with a password protected account that allows them to display and extract, online and in real time, their benchmarking scores across all measures and indicators. It allows comparison with the maximum, minimum and average scores registered in the system but, in order to ensure data confidentiality, TPOs will not be able to identify the results from other organizations.

This material on this platform can assist TPOs in setting objectives, prioritizing areas for improvement and implementing new ways of working.

Organizations can track their performance to identify trends. The online platform can generate graphic records of quantitative and qualitative information to help TPOs and TSIs monitor their institutional performance over the years.

**GOOD PRACTICE LIBRARY**

The platform has a rich library of case studies and best practices, which is constantly updated. The library contains documents on topics such as institutional development, organizational performance and result measurement.

> ‘If you can’t measure something, you can’t understand it. If you can’t understand it, you can’t control it. If you can’t control it, you can’t improve it.’

H. James Harrison
10 REASONS TO BENCHMARK

1. Identify your organization’s strengths and weaknesses
2. Analyse consistency and verify alignment of your organization’s strategic objectives, structure and activities
3. Gain access to up-to-date benchmarking scores and graphs
4. Compare performance against that of other TSIs
5. Analyse the reasons behind variations in performance
6. Monitor and compare your performance over time
7. Prioritize areas for improvement and set performance improvement targets
8. Establish new institutional standards to raise performance
9. Strengthen your credibility and demonstrate your effectiveness to your clients and stakeholders
10. Join a global benchmarking network to exchange good practice, experience and expertise

ITC’s AIM APPROACH?

ITC’s Benchmarking is the first step to identifying key areas of possible intervention to develop and improve organizational performance. The benchmarking recommendations and areas for action provide the basis for structured and customized follow-up assistance – ITC’s AIM approach.

AIM stands for Assess, Improve and Measure. It’s a holistic and targeted integrated approach to improving the managerial, operational and service delivery performance TPOs and TSIs. The three pillars of AIM are offered either on a modular basis or as a complete performance improvement programme.

Through the Benchmarking methodology, the AIM process assesses baseline performance to determine what improvements may be needed and draws on other ITC support activities to provide concrete solutions for trade support institutions to become stronger multipliers and better respond to the needs of their clients.

FOR MORE INFORMATION

www.tisibenchmarking.org

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‘What’s measured improves’

Peter F. Drucker