

Benchmarking tips

Checklist

Identify direct competitors

Who is typically considered to be a rival in the industry?

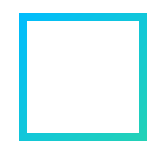
Who is best in class?

What is the industry benchmarked on (scope)?

Identify indirect competitors

Who are competitors in neighbor industries?

Who are perceptual and experiential competitors shaping consumers expectations?

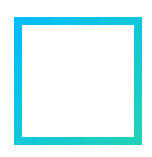


Group the companies

Group selected companies and name the groups (be creative)

What do they have in common?

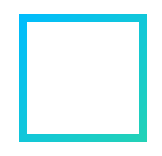
Does any fit into more than one group?



Select criteria

What is the most important criteria for your project/solution?

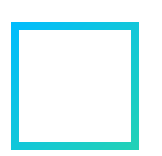
Which template is better to use (2x2 or/and multi-criteria)?



Rank the competitors

Which distinctions are most meaningful?

Who are the best performers per criteria?



Learn from best-in-class

What do best-in-class do differently/better?

What can we learn from them?