



# Benchmarking for Best Practices: Winning Through Innovative Adaptation

*Christopher E. Bogan, Michael J. English*

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Benchmark expert Christopher E. Bogan and corporate quality director Michael J. English walk management through their 9-step benchmarking model - from improving baseline trends to achieving world-class quality leadership. Recognizing that successful benchmarking often, demands dramatic changes in corporate attitudes - and an end to the "not invented here" mentality that stifles innovation - they arm readers with the weapons to: forge a learning organization ready to borrow successful ideas wherever they occur - inside or outside the firm; tailor benchmarking to a firm's unique identity - acknowledging that one company's "best practices" aren't always another's; sell benchmarking to even the most skeptical senior executives or "turf conscious" factory and line managers; and manage the total project - including determining what, and against whom, to benchmark.

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