

# BENCHMARKING FOR EXCELLENCE

# CERTIFICATION COURSE ON TRADE BEST PRACTICE BENCHMARKING



غرفة أبوظبي  
ABU DHABI CHAMBER

COER  
Center for Organisational Excellence Research



ADICOE  
مركز أبوظبي العالمي للتميز المؤسسي  
Abu Dhabi International Centre for Organisational Excellence



Abu Dhabi Chamber & Sheikh Khalifa Excellence Award brings to you a Certification Training Course on TRADE Best Practice Benchmarking to stimulate innovation and provide a pathway to business excellence and world-class performance. a pathway to business excellence and world-class performance.

## WHAT IS TRADE?

The TRADE Benchmarking methodology is used in benchmarking projects to exchange (or “trade”) information and best practices to dramatically improve the performance of processes, goods and services. TRADE provides a systematic and powerful approach to learn from other organisations, unlock the creativity of staff and implement best practices.



TRADE is the approved methodology for the public service in Singapore, Dubai, and the Philippines, used by 100's of private sector organisations with some becoming Global Benchmarking Award Winners, and was first used by members of the New Zealand Benchmarking Club. Thousands of professionals have been trained enabling them to further their career through the application of the TRADE toolset and learning in benchmarking and associated areas of innovation, change management, project management, and research techniques.

## BENEFITS?

Benefits from projects using the TRADE methodology include:

- Savings in excess of 500,000 USD per year through improvements to its procurement system (Dubai Municipality)
- Implemented 21 practices and improved its employee happiness from 7.3 to 7.6 placing it in the top 10% of the happiest organisations in the world (KHDA)
- 1479% total growth of solar installation projects (DEWA)
- Increased productivity in the mechanical workshop from 40% to 72% and increased vehicle availability from 88% to 95% with savings in excess of 4,000,000 USD (Dubai Police)

Read 13 Case Studies on how Dubai Government Entities have used the TRADE Methodology : <https://bit.ly/2COLldi> and the benefits obtained. Many winners and finalists of the Global Benchmarking Award, the most prestigious award in benchmarking, are users of the TRADE methodology: <https://bit.ly/2zOqZYc>

## CERTIFICATION

Individuals trained in TRADE can advance their knowledge of benchmarking through its certification scheme. Successful participants will be awarded the TRADE Benchmarking Trained Certificate (Bronze) by the Center for Organizational Excellence Research (COER), New Zealand. Completed benchmarking projects if rated as 3 Stars ★★ or above enable trainees to advance to Benchmarking Proficiency. To achieve TRADE Benchmarking Mastery (Gold) at least one benchmarking project needs to be completed at a 5 Star ★★★★★ level. This certification scheme is the first to be offered in benchmarking, and recognizes the need to advance the professionalism of this field.



## OBJECTIVES OF TRAINING

- To provide participants with a comprehensive understanding of the TRADE methodology
- To provide participants with the skills necessary to learn and apply best practices that deliver significant operational and financial benefits
- To kick-start a project of relevance to the participant's organization

## DATES AND REGISTRATION FOR THE 3-DAY TRADE TRAINING

Teams ready to work on a project are welcome, as well as individuals that wish to extend their learning. The course runs over the start of the weekend in the UAE.

## TRAINER

**Dr. Robin Mann**, Founder, BPIR.com and TRADE Benchmarking; Director, Center for Organizational Excellence Research, New Zealand; Chairman, Global Benchmarking Network, Founder of the International Best Practice Competition & Organisation-Wide Innovation Award.

## REGISTRATION

To register, please complete this form and send to [Skea-AoE@adcci.gov.ae](mailto:Skea-AoE@adcci.gov.ae)

### Delegate A

Delegate's Name: (Mr./Ms/Mrs/Dr):  
.....  
Position: .....  
Email: .....

### Delegate B

Delegate's Name: (Mr./Ms/Mrs/Dr):  
.....  
Position: .....  
Email: .....

### Delegate C

Delegate's Name: (Mr./Ms/Mrs/Dr):  
.....  
Position: .....  
Email: .....

### Delegate D

Delegate's Name: (Mr./Ms/Mrs/Dr):  
.....  
Position: .....  
Email: .....

### Organisation

Contact Person: ..... Email: .....  
Name of Organisation: ..... Address: .....  
Country: ..... Tel: .....

### Authorisation

(Signatory must be authorised to sign on behalf of contracting organisation)

Name: ..... Position: .....  
Signature: ..... Date: .....

PS. This contract is invalid without an authorised signature

## FEES

AED 5,000 one person. Reduced fee of AED 4,250 per person if registering more than person.

Fees inclusive of: training materials, luncheons, refreshments AND one year complimentary individual membership to the Business Performance Improvement Resource ([www.BPIR.com](http://www.BPIR.com)). On receiving this form an invoice will be issued. The payment needs to be received within 20 working days of the invoice date or before the event whichever is sooner. The fee of the full specified amount is required to be received by SKEA in its bank account after payment of any bank charges or local withholding taxes.

## CANCELLATION/ SUBSTITUTION

Substitution is welcome at any time. This registration contract carries an immediate 50% liability once COER Ltd receives the completed registration form. In the event of cancellation, to obtain the balance of the registration fee as a credit to be applied against another COER Ltd event, a written notice of cancellation must be received by COER Ltd via email 3 weeks before the training course date. Cancellation with less than 3 weeks' notice prior to the training course date carries a 100% liability of the registration fees with the training course materials being sent to the client. Payment must be made prior to the training course and the client agrees that in case of dispute or cancellation of this registration contract COER Ltd will not mitigate its losses for less than 50% of the registration fees. If for any reason COER Ltd decides to amend this registration, it is not responsible for the airfare, hotel accommodation or any other costs incurred by the client. In the event that COER Ltd cancels the registration, COER Ltd reserves the right to transfer this registration to another registration to be held in the following twelve months, or to provide a credit of an equivalent amount to another registration within the following twelve months. Indemnity: Should for any reason beyond the control of COER Ltd, the venue or the facilitator change, or the training course to be cancelled due to an act of terrorism, extreme weather conditions, industrial action or non-performance by the registration trainer, COER Ltd shall endeavour to reschedule but the client hereby indemnifies and holds COER Ltd harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by the client. Both COER Ltd and the client agree that this contract is governed and constructed in accordance with the laws of New Zealand and hereby submit to the jurisdiction of the courts of New Zealand.