Place Matters Webinar #2

Benchmarking 101: Measuring Your Progress

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OVERVIEW OF BENCHMARKING

Wednesday, July 22, 2009
1:30 pm – 3:00 pm EDT
WHAT IS BENCHMARKING?

- A process of *comparing* an organization's or company's performance to others using objective and subjective criteria
  - *In business industry* – Improving by learning from others

- A process of *assessing progress* of a particular project or initiative against a set of predetermined milestones or standards (*strategy for Place Matters*)

- Also known as “best practice benchmarking” or “process benchmarking”
WHAT BENCHMARKING IS NOT ...

- A way to document long-term outcomes or impact
  - You want to understand the processes and circumstances that promote outcomes (*enablers*)

- A process of tracking success indicators (the *what*)
  - Focuses on the “how” of getting work done

- Simply an analysis of best practices
  - Use collaboration and dialogue to learn how to promote best practice within your effort/organization

- Comparison for sake of “finger pointing”
  - Accountability is for the purpose of learning and improvement and building ownership of the work
WHY IS BENCHMARKING IMPORTANT?

Attaining Exceptional Performance

- Provides a road map to outcomes
  + Incremental steps to long-term results

- Provides a snapshot of performance ("real time")
  + Offers short-term, immediate feedback
  + Identifies where you are on path to desired outcomes
  + Illuminates areas for improvement and approaches to stimulate change
  + Promotes accountability and ownership of work

“If you’re not measuring it, you’re not managing it”
1. Planning
   - Decide what you want to benchmark
   - Determine the standard
   - Identify outputs (performance expectations)
   - Determine data points and collection strategy

2. Collect data

3. Analyze
   - Assess gaps (performance and standards)
   - Determine enablers (activities/approaches needed to achieve standards)

4. Implementation of new approaches

5. Monitoring and continuous improvement
BENCHMARKING IN THE CONTEXT OF PLACE MATTERS

- Four phases of achieving capacity to promote SDOH
- Determined objectives/standards for each phase
- Identified evaluation data to capture progress
- Determining process for sharing feedback to promote adjustments and team progress
  - Within teams
  - Across teams
DATA TO CAPTURE BENCHMARKS

- Existing data from evaluation
  - Team assessments
  - Review of logic models

- New data or data from new/emerging sources
  - TA request forms
  - TA reporting forms
  - Check-in during design labs

- Developing a “continuous” assessment process and feedback
DATA TO CAPTURE BENCHMARKS

- Team Assessments
- Logic Models
- Facilitator feedback

- Knowledge/understanding of SDOH
- Upstreamness of team approach
- Partnerships & stakeholders
- Sectors targeted/engaged & relevance
- Presence & strength of Logic Model
- Use of/plans to use data & indicators

- TA Request & Assessment Forms
- Facilitator feedback
- Team discussions

- Team leadership & response to challenges (e.g., capacity building supports sought/used)
- TA requests and how supports were used
- Community engagement activities
- Policy engagement activities
## DATA TO CAPTURE BENCHMARKS

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