

*Benchmarking is the process where you compare your project, product, or service to the best practices or standards already established in similar situations.*

## **What are the current best practices related to our project?**

For example, what are the most effective treatment protocols, patient care techniques, management strategies, or leading design, manufacturing or project management practices, or customer solutions that companies or other organisations are using to solve problems similar to those we are investigating?

## **What did you find out about how do existing solutions perform?**

How well do current products or services in the market do in terms of customer, patient or user satisfaction, marketing and communication, efficiency and cost-effectiveness compared to each other and the project we're working on? What are the curiosities, innovations and success factors of existing solutions?

## **What gaps or weaknesses you could find in existing solutions?**

Where are existing solutions fall short (e.g., high failure rates, customer complaints, customer care levels, social or environmental impact), and how could we address these issues in our own project?

## **What lessons can we learn from the failures and challenges faced by and the improvements and success factors of the existing solutions?**

What can we learn in relation to our project from the mistakes and successes of others? How can we incorporate the best features or processes from existing solutions to our project? How does our solution measure up to competitors' solutions? Are we more or less customer-centric, innovative, efficient, or cost-effective?

## **Based on our benchmarking, what should we do next and who should do what? Why?**

Who does what in our group in order to continue our project in such a way that we include our learnings from the benchmarking reflection? What do we now know that we didn't know before? What do we still not know and how could we fill that knowledge gap? What should we do next?