Benchmarking and Maturity Assessment Training Course

15 – 19 February 2027
Dubai - Five-star CBD venue



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Ref: 1050_4630 **Date:** 15 – 19 February 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

Course Overview

Corporate leaders frequently initiate change programmes without a verified baseline of their operating capability or an objective view of peer performance. Internal reviews often deteriorate into subjective grading exercises without factual validation, while external site visits yield anecdotal impressions instead of standardised metrics. This Benchmarking and Maturity Assessment Training Course establishes an empirical approach to diagnostic reviews using globally established institutional excellence frameworks and rigorous partner exchange protocols.

Participants examine structured evaluation mechanisms, calibrate scoring consistency across cross-functional teams, and translate diagnostic findings into prioritized institutional roadmaps. Working through practical scenarios across varied operational environments, practitioners master the alignment between strategic objectives, operational execution, and verifiable results. The methodology is delivered through practical application developed by Core Concept.

Course Objectives

- Compare institutional excellence frameworks, including the EFQM Model, the Baldrige Excellence Framework, and ISO 9004 capability ladders
- Structure formal peer comparison protocols using the Camp benchmarking methodology and established codes of conduct
- Establish metric normalisation procedures to enable reliable like-for-like performance data exchange
- Apply RADAR logic and criteria-based scoring matrices to eliminate evaluator subjectivity
- Verify internal audit findings through structured documentation reviews, stakeholder interviews, and operational observation
- Transform diagnostic gaps into an actionable performance improvement roadmap with clear target milestones

Target Audience

- Institutional excellence directors and quality executives leading formal evaluation cycles
- Corporate strategy leads and performance analysts responsible for competitive peer analysis
- Operations directors aiming to modernise workflows through structured external comparisons
- Internal lead assessors preparing cross-functional teams for third-party excellence evaluations
- Enterprise transformation officers structuring long-term capability advancement blueprints

Course Outline

Day 1: Institutional Excellence Foundations and ISO 9004

- Evolution of quality frameworks into enterprise-level institutional excellence models
- ISO 9004 capability ladders: evaluating sustained operational success
- Performance indicators versus practice appraisal: defining scope and boundaries
- Drafting the diagnostic project charter and stakeholder engagement plan
- Initial baseline review using institutional capability appraisal rubrics

Day 2: EFQM and Baldrige Excellence Frameworks

- EFQM structure: strategic direction, operational execution, and business results
- RADAR scoring mechanics: relevance, deployment, appraisal, and refinement
- Baldrige performance categories: leadership, strategic planning, customers, and operations
- CMMI staged process areas and APQC Process Classification Framework taxonomy
- Synthesising multi-framework criteria into a unified diagnostic matrix

Day 3: Benchmarking Protocols and Metric Normalisation

- Camp benchmarking methodology: planning, analysis, integration, and execution
- Partner identification, legal protocols, and the APQC code of conduct
- Data normalisation formulas and accounting for operating differences
- Structured questionnaire design and on-site observation protocols
- Quantifying performance variance and establishing realistic gap closure trajectories

Day 4: Assessor Calibration, Gap Verification, and Prioritisation

- Inter-rater reliability: establishing consensus across independent evaluation panels
- Triangulating findings via procedural records, interviews, and direct observation
- Managing comparison risks: data sensitivity, trade compliance, and competitive boundaries
- Prioritising institutional gaps using impact-effort appraisal matrices
- Sequencing interventions into multi-phase enterprise improvement roadmaps

Day 5: Practical Review and Roadmap Construction

- Multi-unit operational review scenario: evaluating performance data using RADAR logic
- Cross-enterprise service comparison scenario: conducting partner data alignment
- Constructing an institutional maturity heat map and executive gap portfolio
- Synthesising findings into an executive briefing document and findings summary
- Simulated leadership presentation and peer critique panel

Skills Gained

- Institutional excellence framework implementation
- Standardised peer comparison execution
- RADAR evaluation and consensus scoring
- Data normalisation and variance calculation
- Diagnostic finding verification
- Capability gap prioritisation
- Strategic improvement roadmap design

Why Choose This Programme

- Establish an objective diagnostic baseline for your organisation that withstands scrutiny from executive governance boards
- Eliminate guesswork by using proven peer comparison protocols and standard data normalisation formulas
- Master established frameworks, including EFQM, Baldrige, and ISO 9004, to drive tangible enterprise performance
- Collaborate with cross-sector professionals to exchange comparative measurement approaches and diagnostic strategies

Frequently Asked Questions

How does this programme differ from general quality auditing courses?

This course concentrates on holistic institutional excellence frameworks and structured external comparison methodologies, rather than basic procedural compliance checklists.

Which frameworks are examined during the one week?

The curriculum details the EFQM Model, the Baldrige Excellence Framework, ISO 9004, CMMI process structures, and the APQC Process Classification Framework.

Do participants require prior experience as certified quality assessors?

No previous certification is required. The programme provides practical grounding in scoring logic, consensus calibration, and data normalisation suitable for performance analysts, strategy managers, and quality leaders alike.