

BENCHMARKING

Build Benchmarks That Improve Decisions

Use internal baselines, stage economics, and external references without turning generic averages into targets.

USE THIS WHEN

Generic industry averages are replacing business-specific context.

LEAVE WITH

A decision-grade scorecard

01

Start internal

Use comparable cohorts

02

Normalize

Define the denominator

03

Add context

Include commercial economics

04

Use ranges

External data prompts questions

Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

- 01 Write the metric definition beside the number.
- 02 Compare like-for-like cohorts and windows.
- 03 Track marginal performance as investment changes.
- 04 Turn every review into a decision or question.

Decision record

CONSTRAINT OR DECISION

EVIDENCE

NEXT ACTION

OWNER

REVIEW DATE