

THE BENCHMARK PLANNING CANVAS v. 2.0

Name:

Date/version

BENCHMARK GOAL

What is the objective for such benchmark?
What is the analyst trying to learn so to make this benchmark?

BENCHMARK TARGET

Which company or functional area will be used to benchmark?

METRICS

On which basis is/are this/these good target(s) for benchmarking?
What justifies the choice of this target as a good source to learn something from?

INTERNAL

COMPETITIVE

TYPE

FUNCTIONAL/INDUSTRY

GENERIC/BEST-IN-CLASS

METHODS & TOOLS

Which methods for data collection and analysis will be used for this benchmark? Will any business analysis tool be used to help analysis? How will the comparison be made?

LESSONS LEARNED

Once the benchmark analysis is complete, what are the main takeaways and learnings that can help to solve the problem or improve your company



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