

Are you benchmarking the things that matter?

External Benchmarking is when you compare your organisation's score on an attribute with the normal score derived from a set of other organisations. We call them 'Benchmarking Partners'.

The value of Benchmarking is that it helps you work out whether a particular score is something to be worried about or not.

Each attribute will have a different norm.

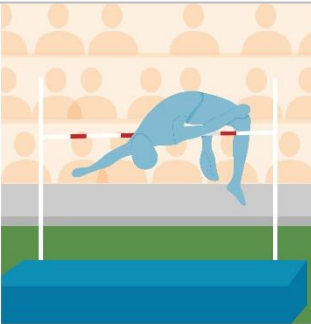
Some attributes have quite low norms, whilst others have reasonably high norms.

Consider the 3 examples outlined in the image ...


If your organisation's score was 60%, then you wouldn't be too worried if it related to the last 2 attributes (about problem-solving or staffing), but you would experience a very strong call-to-action if it related to the first attribute (about sexual harassment).

Benchmarking is an excellent tool for prioritising issues in your cultural change action planning.

How would your organisation benchmark against these 3 attributes?



| Attribute | Number of Respondents in BPA's database | Norms for a positive rating on this attribute |
|--|---|---|
| 1. Workplace is free from sexual harassment. | 200,000 | 90% |
| 2. People I work with are very positive about tackling problems. | 757,000 | 51% |
| 3. Organisation addresses staffing issues. | 263,000 | 34% |



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