

The Macleod Institute

Performance benchmarking

The product Environmental accountability. Social responsibility. Economic success. The push to achieve all three has never been more immediate or compelling. Consequently, people in business and government today share a never-ending quest to exceed yesterday's achievements.

The Macleod Institute helps set the bar with our benchmarking service. Our independent and impartial experts will scan the business intelligence metrics of local, national and transnational organizations for you. From this strong base, we use rigorous measurement tools to identify best practices and determine accurate rank-order standing among industry peers, close competitors and key players with common points of reference.

The results Our benchmarking process identifies strengths and weaknesses, and pinpoints those of the competition. We provide a better grasp of the current and future operational environment and produce information that leads to better decisions.

We develop customized reports, conduct trend and gap analyses, analyze and rank competitors, and produce performance ratings.

The resulting benchmark

- provides a roadmap for the future
- defines strengths and weaknesses
- identifies strategic opportunities
- uncovers competitive intelligence
- demonstrates industry performance ratings

We deliver ready information that guides enhanced performance. Our clients gain relevant insights and learn best-in-class practices.

The benefits Our benchmarking service leads to immediate improvements:

- heightened opportunities for improvement
 - unequivocal information
 - enhanced reputation
 - strengthened planning process
 - increased competitive advantage
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