

Generic Benchmarking Worksheet

Task A: Problem/Opportunity Statement
Instructions for Task A: In the Response row, write out the problem/opportunity statements for the scenario for each of the team members.
Response to Task A:
Generic Benchmarking—The purpose of generic benchmarking is to identify potential solutions to the problem statements defined in Task A. You will do this by looking at how companies in other industries have dealt with similar issues.
Task B1: Generic Benchmarking: Topics
Instructions for Task B1: In the Response row, identify the topics for which you need information in order to identify potential solutions to the problems identified in Task A.
<ul style="list-style-type: none"> • In the Response row, list three to five topics that you will research in peer-reviewed journals, on Web sites, and in popular publications such as magazines and newspapers. • In the Response row, provide a justification for each topic.
Response to Task B1:
Task B2: Generic Benchmarking: Companies
Instructions for Task B2: In the Response row, identify companies that have faced and addressed similar situations (successfully and unsuccessfully).
<ul style="list-style-type: none"> • In the Response row, list two to three companies for each topic identified in Task B1. • In the Response row, identify those that have been successful and those that have been unsuccessful. • In the Response row, summarize your key findings for each company as they relate to the scenario.
Response to Task B2:
Task B3: Generic Benchmarking: References
Instructions for Task B3: In the Response column, list each reference using APA format.
Response to Task B3: