

# Why Benchmarking?

*The biggest room in the world is the room for change - Anonymous*

## The Case for Benchmarking:

- Benchmarking provides a measurement system  
    “What gets measured gets managed”
- Benchmarking helps focus on significant growth opportunities versus incremental improvements
- Benchmarking protects areas that are performing well
- Benchmarking is a more efficient way to make improvements – it eliminates trial and error
- Benchmarking allows you to make improvements faster
- Benchmarking has the potential to bring public TV’s collective performance up significantly

## The Benefits of Benchmarking:

- Setting realistic, relevant and achievable goals
- Creating support and momentum of internal cultural change
- Setting and refining strategies
- Advance warning of possible failure
- Promoting better problem solving and analytical thinking

*When your strategy is deep and far-reaching, then what you gain by your calculations is much, so you can win before you even fight. When your strategic thinking is shallow and near-sighted, then what you gain by your calculations is little, so you lose before you do battle. Therefore it is said that victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win – Sun Tsu*