

BENCHMARKING

Goal: Identifying situations similar to yours that can inspire you to take a certain course of action

While looking for solutions to a particular problem, a search for potentially interesting reference cases can be a good starting point. Reasoning by using analogies can be useful, if the analogy is not superficial, but based on structural characteristics. The Bullseye method provides a framework to search for less-obvious yet potentially interesting examples and solutions in a structured way. Before you act on one of the possible solutions, it is important to assess how similar the current situation is to the previous situation. Avoid confirmation bias and adapt the solution to your particular problem.

Example:

1. Retail stores in different sectors
2. Online retailers in The Hague
3. Best practices in retailing
4. Shopping behaviour



How can I use it?

You start from the centre of the diagram, which signifies your particular idea or problem. The concentric circles around it can be used to map out related situations or solutions.

- 1 Same but elsewhere**
Outline situations with a comparable analytical value.
- 2 Similar and here**
Include activities that are similar to yours within your community or located close by.
- 3 Similar and elsewhere**
Describe activities with a good reputation in a related field.
- 4 Theories, literature**
Look into the theoretical underpinnings of the problem at hand.

BENCHMARKING

Strategy

THEORETICAL
LITERATURE

SIMILAR AND
ELSEWHERE

SIMILAR AND
HERE

SAME BUT
ELSEWHERE