



Benchmarking Brainstorming Questions

- What is the purpose and objective of this position?
- How does this position affect the delivery of the product or service to the customer?
- How does the effectiveness and efficiency of this position affect the bottom-line of the company?
- How does staying abreast of industry or job related knowledge impact the success of this position?
- What results reflect superior performance?
- Do these explain why the job exists or how the job is done?
- Are these results distinct from each other?
- Could another position in the org chart achieve these results more effectively or efficiently?
- How might we measure these results?
- What obstacles hinder creating these results?
- Are these results significant to the organization?
- Are these results dynamic, motivating and in alignment with the organization's values?
- Who are the position's internal and external customers?