

## Being a Best-Practice Partner in an APQC Consortium Benchmarking Study

Organizations identified by the American Productivity & Quality Center (APQC) as exhibiting exceptional performance or employing innovative approaches may become candidates to be best-practice partners in an APQC consortium benchmarking study. This honor is bestowed upon a select group of organizations each time APQC convenes a consortium to study a business process or issue.

### Benefits

Some of the benefits best-practice partner organizations receive by participating in an APQC project:

- Opportunity to showcase capabilities and strengths for a broad audience
- Networking and relationship building with peers, fellow leaders, and subject matter experts
- Receipt of all study deliverables at no charge, allowing partners to receive benefits similar to those of paying sponsor organizations
- Access to study findings captured in project's final report
- Sales, promotion, and public relations opportunities fostered by APQC cooperation and announcements to the media
- Positive, wide-ranging exposure for individuals, processes/practices, and your whole organization
- Distinct APQC best-practice award logo for use on organization Web site
- A case study of your organization prepared by APQC that can be used for marketing, public relations, and education purposes
- Spotlight appearance/presentation at study-concluding meeting, called the knowledge transfer session



*It was very valuable to learn from other companies across industries.*

—Rosemarie Cook-Manley,  
Eastman Kodak



Vinny Stabile of JetBlue receiving his best-practice award from Dr. Carla O'Dell, president of APQC

*I believe the consortium allows you to see with a "fresh eyes" approach.*

—Ryan Bell,  
Ford Motor Company