

UNICON

INNOVATION IN BENCHMARKING

Facilitators

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AGENDA

- UNICON Benchmarking Today
- Session Explanation
- Ideation Session – UNICON Benchmarking in the Future

UNICON BENCHMARKING TODAY

The primary responsibility of the UNICON Benchmarking Committee has for many years been overseeing collection & generation of the **annual Membership Benchmarking Survey**. Response rates have grown every year and there's evidence that the information is valuable to members.

But there's lately been interest in expanding the scope and scale of UNICON Benchmarking activity to provide greater value for members, including

- Benchmarking segments other than university-based Exec Ed, eg consultants, professional service organizations, other for-profit and non-profit 'training organizations' who are part of our broader and fast-changing ecosystem.
- Quicker/more frequent "Benchmark Pulse Polling" on matters urgent/important to UNICON members
- Providing a 'hub' via the UNICON website of industry benchmarking information relevant to UNICON members – whether or not generated directly by UNICON.

Today's session is intended to find out **what new sources of Benchmarking Information are of most value to UNICON Members** - that build on and complement our traditional metrics.

SESSION EXPLANATION

In this session, we will apply design thinking tools for ideation and collaboration, identifying and suggesting new categories and activities of the Benchmarking Committee that can provide additional value to UNICON members.

For that we will work on 5 exercises

Exercise 1 – Ideation (9 minutes)

Exercise 2 - Group Discussion and pitch preparation (9 minutes)

Exercise 3 – Group presentation (4 minutes for each group)

Exercise 4 - Voting on the best ideas (4 minutes)

Exercise 5 – Debate (10 minutes)

1

IDEATION WITH CREATIVE MATRIX

CHALLENGE:

How Might We Provide New Benchmarking Information Valuable to UNICON members?

- Generate many wide-ranging ideas in a short amount of time. You will have **9 minutes**.

Tips and Rules

- Use the Creative Matrix and ideate in the intersections of the grid.
- Write AND draw your ideas using the stick notepads in your table
- Try to fill each cell.
- The group that generates more ideas will be rewarded.

2

IDEATION WITH CREATIVE MATRIX

CHALLENGE:

How Might We Provide New Benchmarking Information Valuable to UNICON members?

- Prepare to present your ideas to the whole audience. You will have **9 minutes**.

Tips and Rules

- Start by discussing the ideas generated.
- Check if there are similar ideas that can be transformed in 1 bigger idea.
- Prepare to pitch your ideas to the whole audience in the next activity.
- Consider that each group will have 4 minutes to do the pitch.
- Make sure the sticker notes have a clear description of the idea.

3

IDEATION WITH CREATIVE MATRIX

CHALLENGE:

How Might We Provide New Benchmarking Information Valuable to UNICON members?

- Present your ideas to the whole audience. Each group will have **4 minutes**.

Tips and Rules

- Group
Pitch your ideas in a clear way. Be enthusiastic.
- Whole audience
Take notes on which ideas you think will be more valuable and prepare to vote on the best ideas in the next exercise.

Total 20 minutes

4

IDEATION WITH CREATIVE MATRIX

CHALLENGE:

How Might We Provide New Benchmarking Information Valuable to UNICON members?

- Vote on the top 3 ideas. You will have **3 minutes**.

Tips and Rules

You have 2 sticky colored circles.

Everyone will vote simultaneously.

The ideas that accumulate the higher number of votes win.

5

IDEATION WITH CREATIVE MATRIX

CHALLENGE:

**How Might We Provide New Benchmarking Information
Valuable to UNICON members?**

- Discussing the most voted ideas. **10 minutes.**

In this closing exercise we will debate what people voted for and why.

Debrief the activity

Thank participants

Explain next steps.

WHAT HAPPENS NEXT

- Rodrigo and Eric will take these suggestions to the UNICON Benchmarking Committee for further consideration and evaluation of how best to bring them broadly to the entire UNICON Membership
- If you are interested in **personally** bringing these suggestions to action – please consider joining the Committee.

Thank You!