

BENCHMARK WITH MATES!



HOW IT WORKS?

Benchmarking with Mates allows you to form a benchmarking group with your farming friends with no geographic boundary and enterprise constraints. In fact, the greater the diversity the greater the insights.

This is an opportunity to create a group with people you trust to foster a positive environment of support, motivation and learning. We think this concept will contribute to better knowledge transfer, improved operating performance and faster business growth.

KEY STRENGTHS

- Foster a positive environment of support, motivation and learning, ultimately contributing to individual growth and success.
- Identify opportunities for improving the business strategy and system to best utilise the resource base.
- Identify opportunities for changes that will deliver improvements in profitability



Motivation

Seeing your mates achieve success or reach certain benchmarks can motivate individuals to strive for similar levels of achievement.



Learning from others

Benchmarking allows individuals to learn from the experiences and strategies of their peers.



Support

Sharing progress and goals with peers can provide a support network for individuals,



Accountability

Knowing that others are aware of one's goals and progress can create a sense of accountability.



Validation

Comparing oneself to peers can provide validation of one's efforts and achievements.



Understanding the system and its influence on simplicity, productivity and profitability.



Rigorous methodology to assess and report farm performance measures.



Optimising the efficiency of scarce resources including capital, feedbase and human resources.



Contextualise and interpret the information to deliver value.