



## Benchmarking Opportunity for Manufacturers



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Starting on February 10, 2009 Texas manufacturers will have an unprecedented opportunity to benchmark their business on a local and national level.

The Texas NGM Benchmark Study will assess the progress of manufacturers in adopting strategies to win in the global economy. It is the first step in a long-term effort to help state manufacturers weather today's recession and improve manufacturing competitiveness over the next decade. The Texas study is led by TMAC (Texas Manufacturing Assistance Center).

Any manufacturing owner, CEO or senior level executive is eligible to participate. Participation in the study is confidential and takes approximately 30 minutes to complete. Participation also can be anonymous. Deadline for participation is March 15, 2009. Study participants will receive a customized benchmarking report comparing their progress to the overall results as well as to other respondents of similar revenue and number of employees.

The study asks manufacturers to rank their progress toward the world-class performance benchmarks of Next Generation Manufacturing, a framework of strategies that will drive manufacturing growth and profitability in the 21<sup>st</sup> century. The elements of Next Generation Manufacturing are:

- Customer-focused innovation
- Systemic continuous improvement
- Advanced talent management
- Global engagement
- Extended enterprise management
- Sustainable products and processes

"What we see here in the U.S. and around the globe is that the adoption of these strategies aligns with better business performance," said John Brandt, CEO of the Manufacturing Performance Institute (MPI), a global research firm that is conducting the study. Brandt said a recent Wisconsin study of more than 500 manufacturers confirmed the strong correlation between next generation strategies and readiness to compete globally.

To make sure your business is included in this opportunity or for more information, contact Ed Latson, 512.904.2278 or [edward.latson@tmac.org](mailto:edward.latson@tmac.org).