



**Bench-mark (bèñch'märk') noun** A standard by which something can be measured or judged

**verb, transitive bench-marked, bench-mark-ing, bench-marks** To measure (a rival's product) according to specified standards in order to compare it with and improve one's own product. • *The American Heritage® Dictionary of the English Language, Third Edition copyright © 1992 by Houghton Mifflin Company.*

**To Develop a Benchmark:**

Identify an appropriate model to copy

Describe the Appearance of the outcome

Describe the Feeling of the outcome

List the characteristics you want to duplicate

Describe the outcomes these characteristics will create

List evaluation criteria to measure the success of your benchmarking

Make changes in characteristics or desired outcomes as needed

**Stan-dard (stàn'derd) noun**

**An acknowledged measure of comparison for quantitative or qualitative value; a criterion.**

**a. A degree or level of requirement, excellence, or attainment.**

**Serving as or conforming to a standard of measurement or value**

**Widely recognized as a model of authority or excellence: a standard reference work.**

**Synonyms:** standard, benchmark, criterion, gauge, measure, touchstone, yardstick. The central meaning shared by these nouns is "a point of reference against which individuals are compared and evaluated": a book that is a standard of literary excellence; a painting that is a benchmark of quality. *The American Heritage® Dictionary of the English Language, Third Edition copyright © 1992 by Houghton Mifflin Company*

**To Develop a Standard:**

Identify a skill, behavior, element, or situation to replicate

Describe the intended outcome

Describe the Feeling of the outcome

List the characteristics you want to duplicate

Describe the outcomes these characteristics will create

List evaluation criteria to measure the standard

Make changes in characteristics or desired outcomes as needed