

# Understanding and Applying Benefit Realisation Management

One-day training and coaching  
led by **Gerald Bradley**

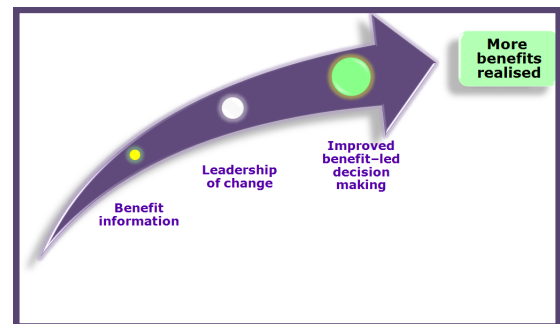


If realising benefits is essential to your role, and you need to get a clear view of practical ways of improving the benefits information that your organisation needs, this 'hands-on' session will be ideal for you

## Benefits of attending

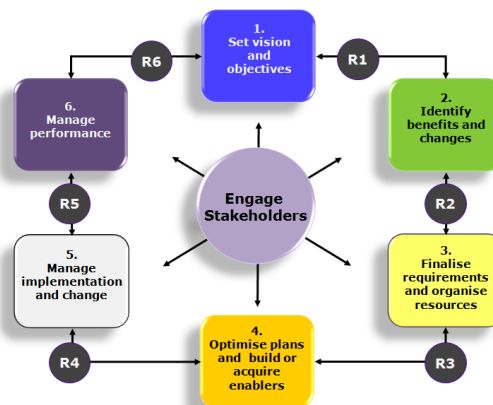
Participants will:

- Achieve understanding of the purpose, scope and value of BRM
- Explore a comprehensive, structured approach for identifying, managing and realising benefits
- Learn of the CSFs for effective benefit realisation and the pitfalls to avoid
- Obtain ideas and materials to influence and motivate others
- Gain practical experience of using specific tools and techniques including entity classification, benefit identification and map construction
- Consider relevant roles, responsibilities and organisational structures such as PMO
- Appreciate the importance of benefit-led decision making
- Explore the challenge of embedding BRM within an organisation



## Who should attend?

- Programme/Project Managers
- Programme/Project Office Managers
- Benefit/Change Managers or Analysts
- Corporate Performance Managers
- Process Improvement Managers
- Value Managers



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# Understanding and Applying Benefit Realisation Management

## Course Content - before lunch

### Why apply Benefit Realisation Management (BRM)?

In this session Gerald examines the current environment for BRM, encouraging participants to share their experiences with fellow-professionals, and then builds the foundations for change.

We then consider the scope, value of BRM and the optimum timing for its application.

### Which tools can help?

In many organisations, information relating to benefits is inconsistent in format and quality, making decision-making based on benefits difficult and therefore likely to be avoided.

In this session Gerald introduces the six-phase BRM process and presents the essential language and tools which build a structured approach to BRM.

### Influencing others

Key BRM related roles, responsibilities and organisational structures are considered and discussed.

Experience says that influencing others to take a benefit-led approach can be a real challenge.

Discussion in this session is focused around our role sheet which shows the benefits to be received by key roles in any organisation which takes a structured approach to benefit realisation.

### How do we determine objectives and use them to define scope?

By considering the drivers for change, objectives are determined and a Strategy Map constructed which is then used to scope the programme/project and relate it to the portfolio. This includes a case example and a practical exercise using workshop boards and cards.

This and subsequent exercises will be cross-related to roles, responsibilities and the phases of the change life-cycle.

## Course Content - after lunch

### How do we identify benefits and determine requirements?

Starting with a programme objective the purpose and construction of Benefit Dependency Maps is explained and illustrated with case examples. Practical work determining End Benefits and constructing a complete Benefit Dependency Map (BDM) will be undertaken in small groups.

By working directly with the tools and language of BRM, delegates are able to understand their effectiveness and envisage their use within their own organisation. The challenges and opportunities of the workshop approach to collecting benefits information are discussed.

### How is benefits information used?

This session considers the documents fed by the information originating from a BDM and their impact on benefit-led decision making. Particular reference is made to:

- Stakeholder/Benefits matrix
- Hierarchy of maps
- Prioritising options
- Measurement principles

### Where to start?

By now you will have been given practical insights into the important aspects of benefit information. In this final session we will help you to consider the current maturity of BRM within your organisation and to develop a personal action plan.

We also recommend .....

## Measuring Benefits Featuring advanced mapping

One-day training and coaching session led  
by Gerald Bradley

### 2013 Dates

Tuesday 29th January  
Wednesday 12th June  
Wednesday 25th September  
Tuesday 12th November

### Cost £475 + VAT

Cost includes a  
comprehensive handout,  
lunch and refreshments.

### How to book

[www.unicom.co.uk/benefits](http://www.unicom.co.uk/benefits)

or call on **01895 256484**