



Managing Benefits



Find out how the most successful companies realize their benefits from change.

Reports from professional bodies, audit agencies and academic research show that organizations in the public and private sectors continue to struggle to demonstrate a return on investment from projects. Managing Benefits® is the guidance and certification from APMG-International that addresses this problem.

Managing Benefits consolidates existing guidance on benefits management into one place, while expanding on the specific practices and techniques aimed at optimizing Benefits Realization and Value Management. It is a vital knowledge and practice area for any manager who needs to justify an initiative or project with a well thought through business case that validates the required spend to achieve a better operational state or strategic objective.

/ WHAT IS

The Managing Benefits event provides managers and practitioners from multiple disciplines, working in any industry, with practical and very applicable guidance that encompasses benefits management principles, practices and techniques.

Benefits are the rationale for the investment of taxpayers' and shareholders' funds in change initiatives.

This event uses Steve Jenner's authoritative guide that reflects the collective expertise of a wide range of experienced practitioners, academics and thought leaders. It also incorporates practices and lessons learned from a variety of disciplines – not only project and programme management but also value management, management accounting, economics, finance, change management, and systems thinking.

/ TARGET AUDIENCE

Snap Tech's internationally recognized and best practice Managing Benefits qualification is aimed at:

- ✓ Business Managers
- ✓ Operation Managers
- ✓ Strategy Specialists
- ✓ Programme Managers
- ✓ Portfolio Managers
- ✓ Benefit Managers
- ✓ Business Change Managers
- ✓ Business Leaders
- ✓ CIO's, CEO's, COO's
- ✓ Project Managers



/ APPROACH & DURATION

The four day virtual or classroom event is facilitated by a highly experienced and certified trainer with extensive practical experience of project, programme and portfolio office implementation and management. The learning experience includes trainer led facilitated learning, practical sessions, individual and team exercises that encourage active delegate participation.

/ GAINING CERTIFICATION

Foundation

Foundation level qualification aims to measure whether a candidate understands the benefits management principles, practices, techniques, roles, responsibilities and documents.

Practitioner

Practitioner level qualification aims to confirm whether the candidate has achieved sufficient understanding of how to apply and tailor the guidance in a scenario situation.

/ BENEFITS

Benefits for Individuals

- ✓ Enhance your professional competence through benefits management practices and techniques.
- ✓ Understand our biases that influence our ability to forecast benefits through a clear understanding of benefits accountancy, behavioural psychology, neuroscience and systems thinking.
- ✓ Understand the seven principles upon which successful approaches to benefits management are built and applied to projects, programmes and portfolios. The training provides a route map to the adoption of more cost-effective techniques and practices.
- ✓ Become more adept at forecasting realistic benefits to produce business cases which address business issues and objectives and provide a route to measure success.

Benefits for Organizations

- ✓ Maximize your portfolio of projects by promoting those projects that give you the greatest return on investment.
- ✓ Realise benefits to improve revenue and efficiency levels regardless of your type of organization.
- ✓ Demonstrate more efficient and effective practices through more efficient use of the resources you have available. Improve return on investment from change initiatives as more benefits are realized.
- ✓ Enhanced confidence on the part of shareholders and citizens.
- ✓ Have an organization-wide understanding of the benefits a project or programme will produce and be able to measure when they are realized.

/ CONTENT

- ✓ What is benefits management
- ✓ Exploring a benefits management framework
- ✓ Benefits from all perspectives – including finance, business, projects, programmes portfolio management and the PMO
- ✓ Quantifying and maximizing monetary and nonmonetary benefits
- ✓ Planning, realizing and reviewing benefits
- ✓ The relationship with Value Management
- ✓ Implementing and sustaining benefits
- ✓ Cognitive Biases
- ✓ Benefits management maturity assessments
- ✓ A Health check, and other tools
- ✓ Roles and documentation

/ OUTCOMES

By attending our Managing Benefits event delegates can expect to:

- ✓ Get an overview and understanding of benefits management, what it is, why it is so important and why you should implement it. We will also debunk some common misunderstandings about it that can restrict its practical application;
- ✓ Acquire an understanding of the seven principles that benefits management has been created on and how they can be, and have been, implemented practically;
- ✓ Obtain guidance on how benefits management can be integrated at portfolio level in addition to project and programme level;
- ✓ Learn about the five practices in the Benefits Management Cycle;
- ✓ Get advice on how you can implement benefits management effectively.

