

# Measuring Benefits

## Featuring advanced mapping

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



Is measurement of benefits in your organisation sporadic and inconclusive?

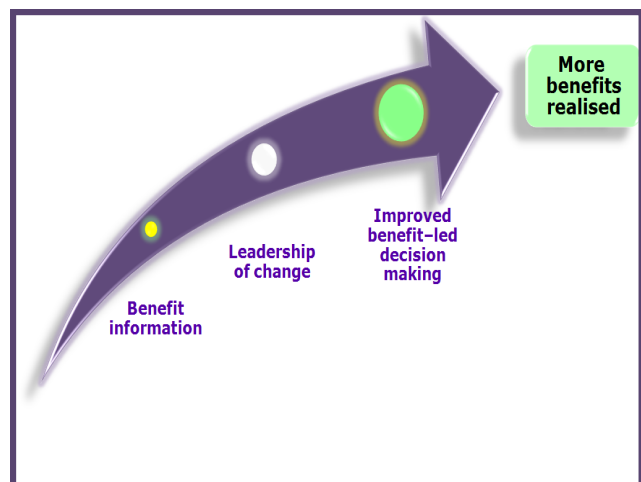
Does your role involve you in improving the measurement—or giving advice to those that do?

This session will help your understanding of consistent, practical ways of measuring benefits to provide a solid foundation for benefit-led decision making.

## Benefits of attending

The day covers the underlying principles of measurement and then gives you the opportunity to practice in a safe environment supported by an experienced practitioner. The practical work centres around the benefit-led decision making required throughout the change lifecycle. After participating in this session, attendees will be able to:

- improve the visibility of benefit information using advanced mapping techniques to clear the 'excess noise' which makes measures difficult to identify and track.
- select the right benefits to measure
- identify useful baseline data.
- assist benefit owners to set targets
- understand what immediate actions will most improve their measurement activity and contribute to an ongoing improvement plan by using sigma's BRM Maturity Model



## Who should attend?

- Project Managers
- Programme Management Office Leaders
- Benefit Analysts & Facilitators
- Change Managers

Contact us : [benefits@sigma-uk.com](mailto:benefits@sigma-uk.com) or phone on 01372450272

**sigma; providing new routes to value and profitability – because results are what matter**

# Measuring Benefits featuring advanced mapping

## Course Content - before lunch

### A focus on the business case

Using a walk-round gallery, an experienced benefits practitioner discusses with you:

- the reasons why measuring benefits seems so difficult.
- a simple business case format which uses the Benefit Dependency Map (BDM) as a logic model from which all the other information is derived
- the same 'logic model'/BDM base extended to other key documents

### Refining benefit information to set the stage for measures

In order that the logic is robust and relevant it is worth investing some time upfront to produce a good quality BDM

- working from an example 'draft BDM' set up on workshop boards and cards, you will refine areas of the map using decomposition criteria, and weightings.
- by reviewing as a group an example of the draft BDM which has been completely refined you will understand the step-change in quality of benefit information that has been achieved, and consider the implications for each section of the business case.

### Choosing which benefits to measure

In an ideal world all benefits in a logic model would be measured. In the real world, decisions on which benefits to measure are the norm. This session reviews the relative merits of

- identifying key nodes on the BDM
- weighting the paths

### Setting baselines

Using some of the benefits from the refined BDM as an example, a decision model leads you step by step to the most appropriate baseline for the measures of the benefits. At each step, implications for the other sections of the business case are considered.

## Course Content - after lunch

### Helping benefit owners to set targets

Role play exercises based on a range of information provided:

- discussion with the measurement team on the information needed to fuel the discussion with the benefit owners
- discussion with the benefit owners on the setting of the targets

### An introduction to benefit reporting

The components of the business case provide the basis for your reporting model. You are provided with a flawed dashboard report for review and challenge. Discussion on the implications of the flaws for benefit-led decision making.

### Maturity and action plan

The day so far will have given you some very practical insights into important aspects of good quality benefit measurement. In this session we will help you to consider the current quality of the benefit measurement in your organisation using an extract from **sigma's** Benefit Realisation Management maturity model. The result will be produced in a bar chart format which will assist your discussions with others in your organisation. We will also help you to start a prioritised action plan for improving the benefit measurement within your area of influence

We are often told that the most difficult part of putting the benefit-led principles into action is influencing others. So our final session concentrates on the WIFM (what's in it for me?) for

- Measurement teams
- Programme Managers
- Portfolio Managers

## Dates

Friday 10th February 2012

Friday 1st June 2012

## Cost £535 + VAT

Cost includes a comprehensive handout, lunch and refreshments.

## How to book

[www.sigma-uk.com](http://www.sigma-uk.com)

Or call 01372 450272