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The
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The truth about Benefits realisation

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Benefits?
Ground rules?!?

Measurable addition of
value

Measurable even when
'intangible'

Eight sources

Value adding v. valuable



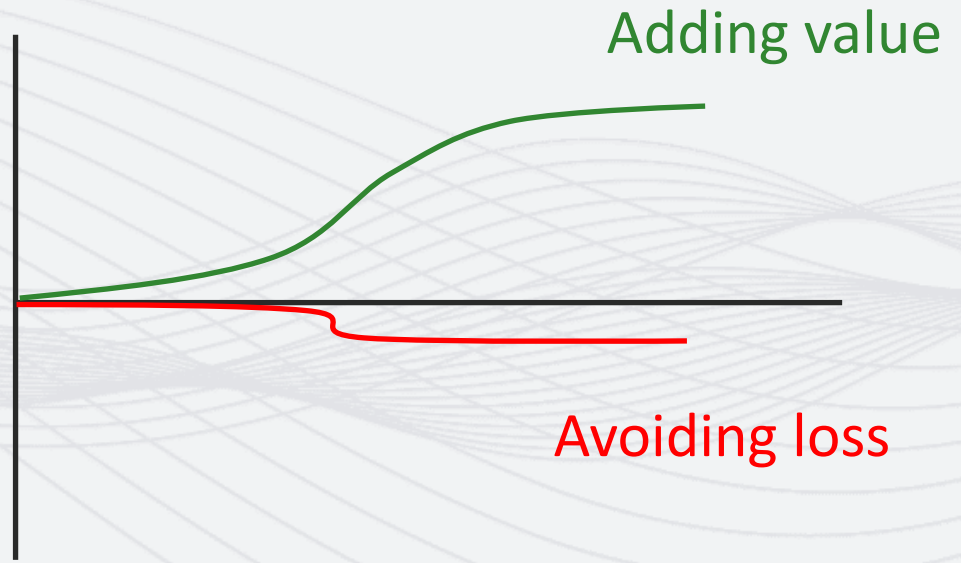
Financial

- Cost avoidance
- Additional income
- New income
- Asset enhancement

Strategic

- Strategic alignment
- Competitive response
- Competitive advantage
- Intellectual property

Corporate value





Benefits

The value sought;
set by the strategy.

Impacts

The set of changes that
generate the value.

Products

The physical entities
that create change.



The changed behaviour: was walking, is running.

How do you achieve it?

How do you know you've achieved it?

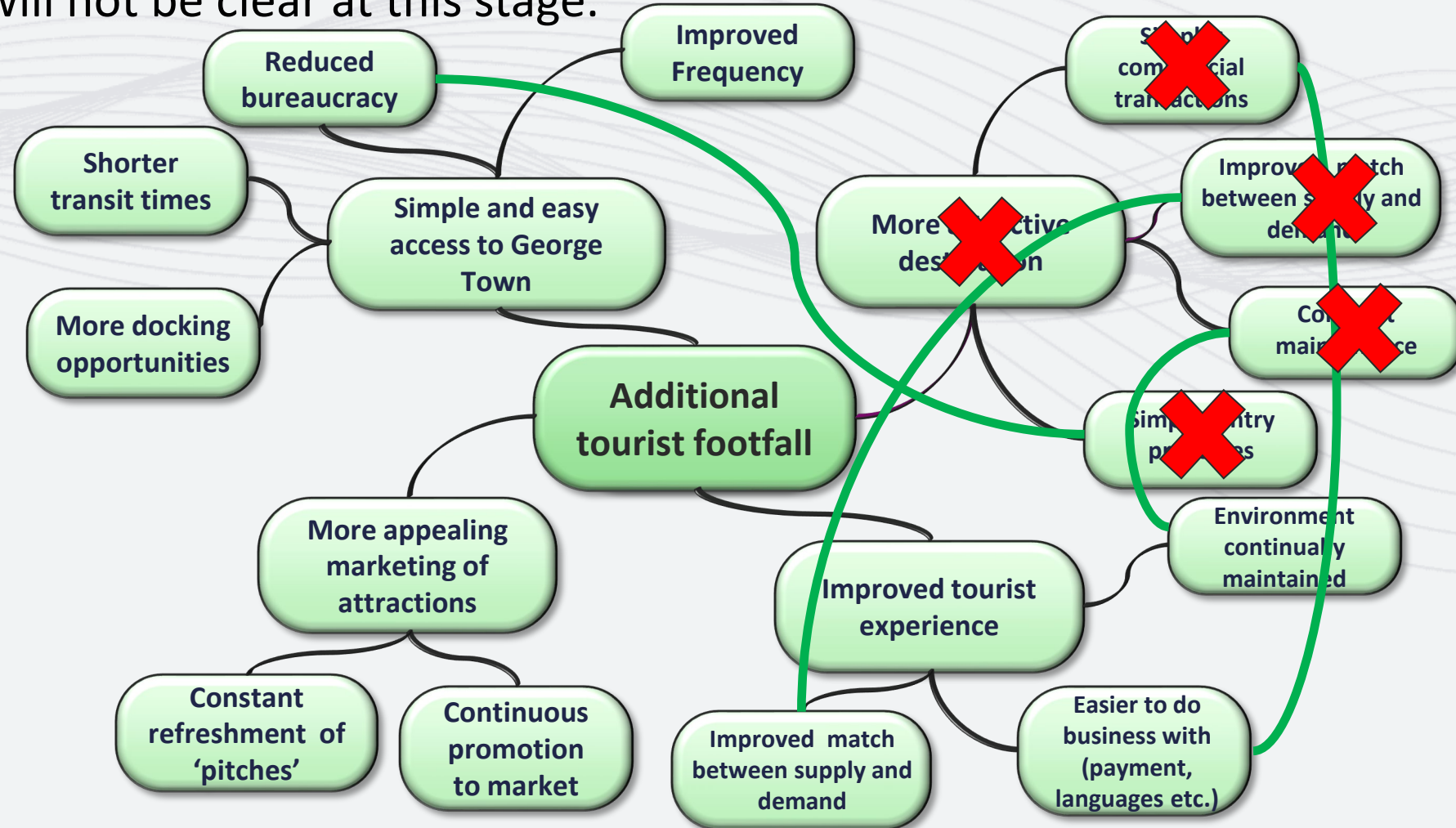
How do you sustain it?



Harbour improvement BIP (partial) – Step 1.

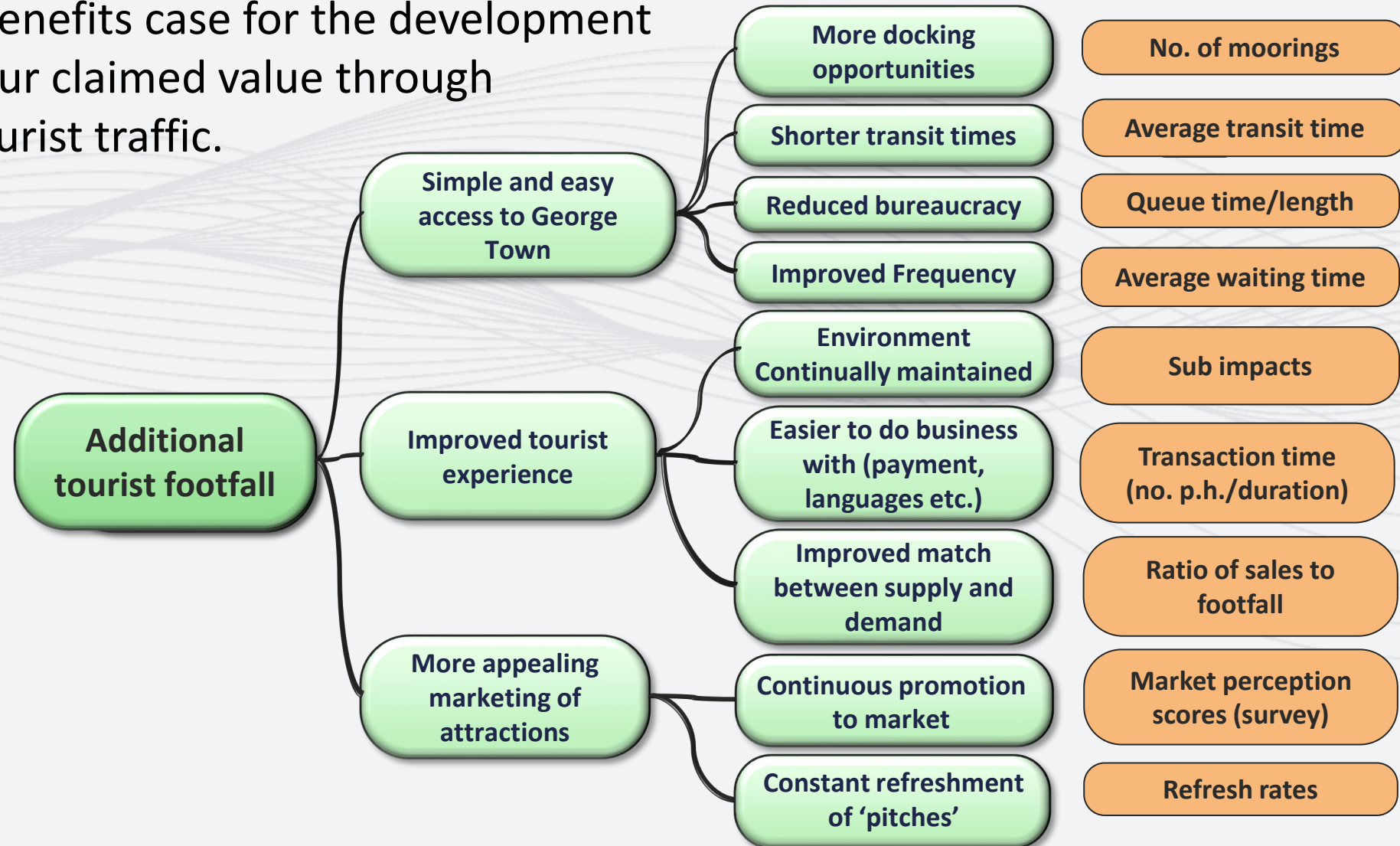
Part of the benefits case for the development of the harbour claimed value through increased tourist traffic.

It is best to start a BIP map using a 'mind-mapping' approach as the sequencing will not be clear at this stage.



Harbour improvement BIP (partial) – Step 2.

Part of the benefits case for the development of the harbour claimed value through increased tourist traffic.

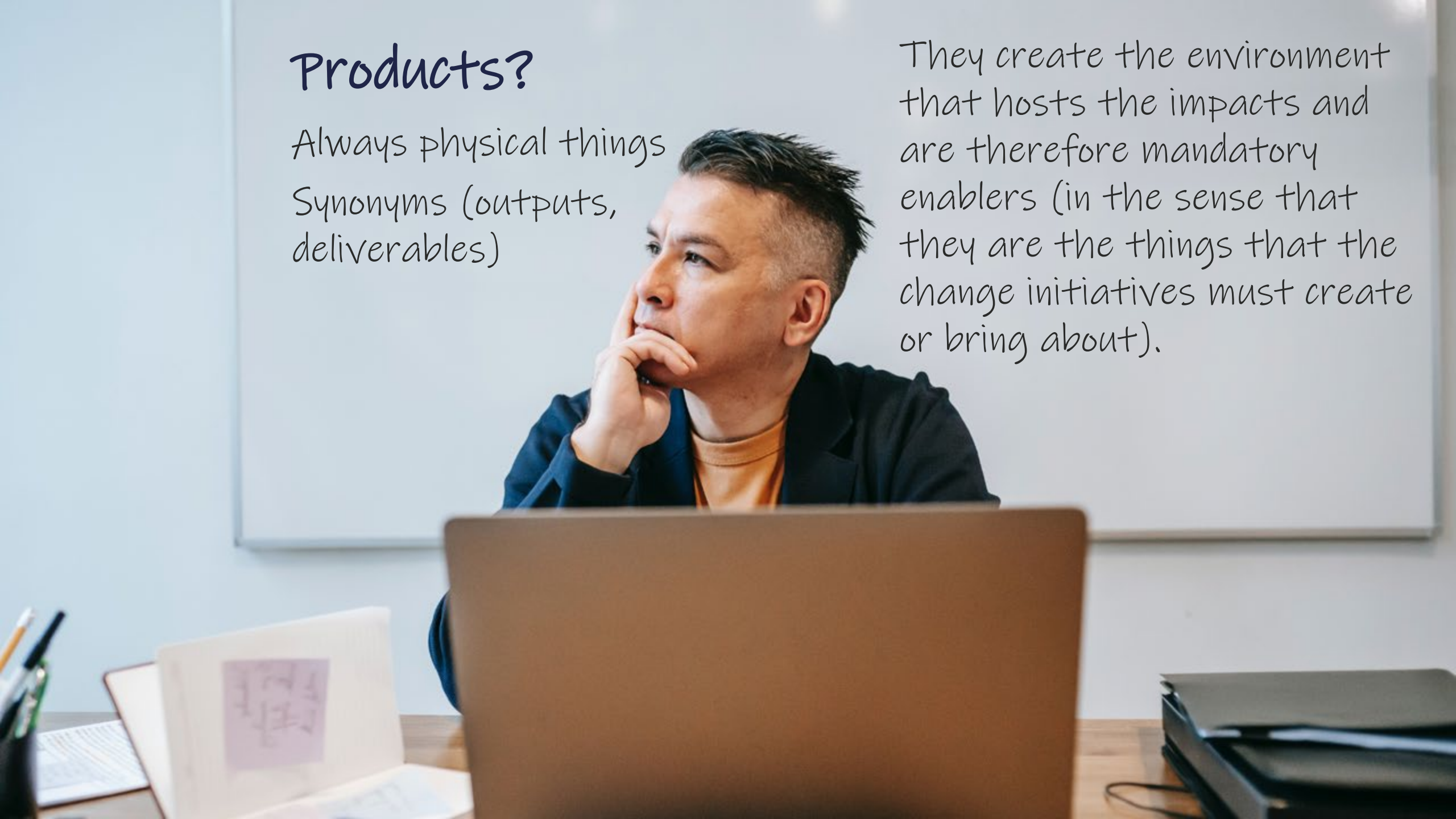


Products?

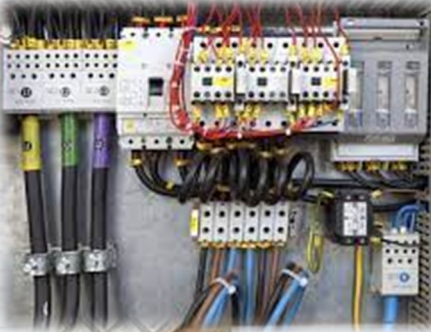
Always physical things

Synonyms (outputs,
deliverables)

They create the environment that hosts the impacts and are therefore mandatory enablers (in the sense that they are the things that the change initiatives must create or bring about).



Products



MEETING
AGENDA



Benefits and the business case

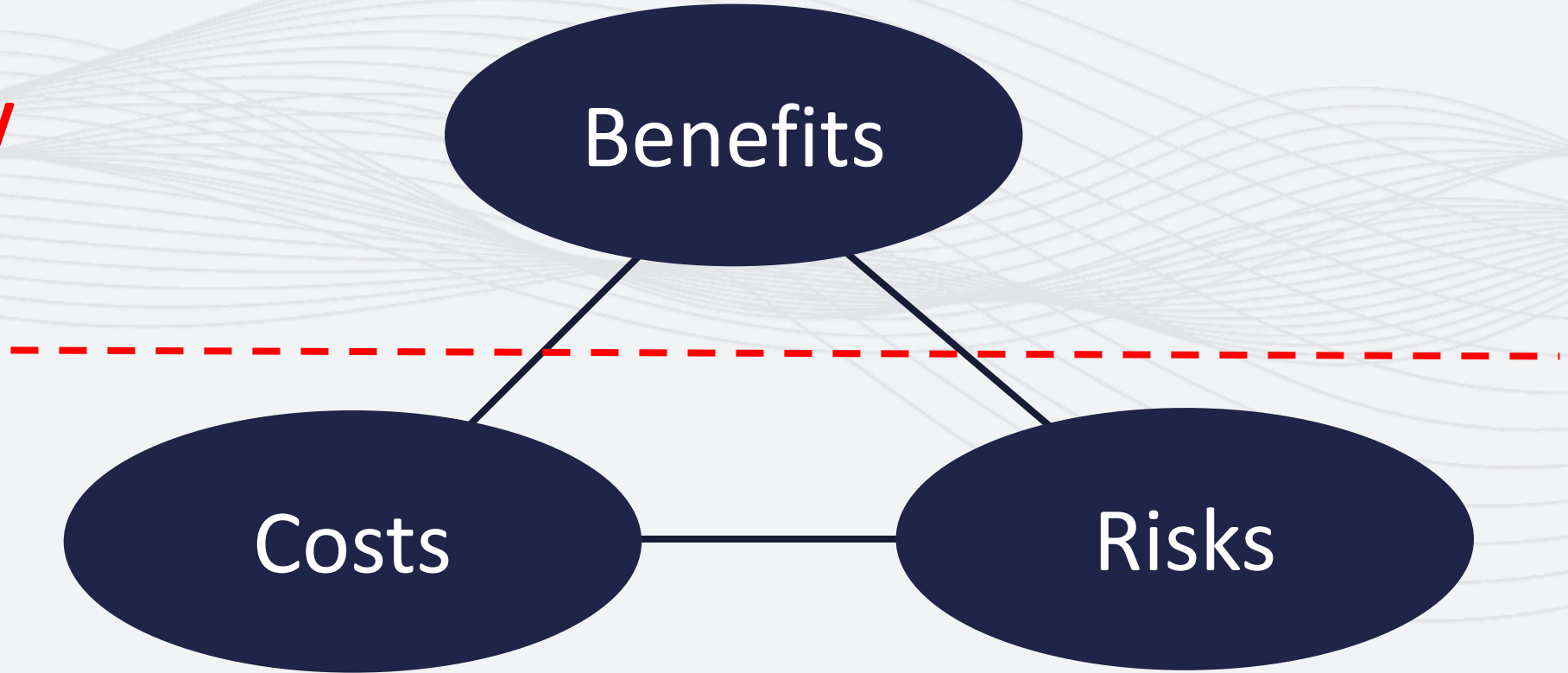
Desirability

Benefits

Doability

Costs

Risks



Business cases – the two audiences



Motivation

Desirability



Competition



Shared understanding of what the additional value, or risk avoided, is

Agreed measures of attainment

Commitment of stakeholders.

Changes of behaviour

Persistence is crucial

KPIs critical

Liaise with the 'change agents' impact enactors



In planning benefits; who is the 'user' and what their purpose?

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Thank you, and
questions?

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