

## 01 UNDERSTAND ORGANISATIONAL GOALS

Begin by understanding the organisation's overall goals and objectives. Identify the key priorities and strategic initiatives that align with these goals. This will help in aligning benefits management with the organisation's broader vision.

## 02 BUILD AWARENESS & BUY-IN

Educate the stakeholders, including senior management, project teams, and relevant staff, about the concept and importance of benefits management. Highlight how it can improve project success and contribute to the organisation's success.

## 03 APPOINT A BENEFITS MANAGER

Designate a dedicated benefits manager or benefits realisation team responsible for overseeing the implementation of benefits management.

## 04 BENEFITS MANAGEMENT FRAMEWORK

Create a benefits management framework tailored to the organisation's needs and projects. The framework should outline the processes, roles, responsibilities, and tools for identifying, planning, tracking, and evaluating benefits.

## 05 IDENTIFY & PRIORITISE BENEFITS

Work with project teams and stakeholders to identify and prioritize the benefits associated with each project or initiative. Clearly define what success looks like for each benefit and link them to the organisation's strategic goals.

## 06 ALIGN WITH PROJECT LIFECYCLE

Integrate benefits management activities into the project lifecycle. This ensures that benefits are considered throughout the project, from planning to delivery and beyond.

## 07 ESTABLISH METRICS & MEASURES

Define clear and measurable metrics for each benefit to track progress and success. These metrics should be realistic, achievable, and relevant to the organisation's objectives.

## 08 DEVELOP PLANS

Create specific plans for realising each benefit, outlining the necessary actions, resources, and timelines to achieve them.

## 09 MONITORING & REPORTING

Set up a system for monitoring and reporting on benefits realisation regularly. This allows the organisation to assess progress, identify issues, and make timely adjustments.

## 10 PROVIDE TRAINING & SUPPORT

Offer training and support to project teams and stakeholders on benefits management processes and tools. Ensure that everyone involved understands their roles and responsibilities.

## 11 CONTINUOUS IMPROVEMENT

Encourage a culture of continuous improvement. Regularly review and assess the benefits management process, identify lessons learned, and implement changes to enhance effectiveness.

## 12 CELEBRATE SUCCESSES

Celebrate and communicate the successful realisation of benefits to build enthusiasm and support for benefits management across the organisation.

