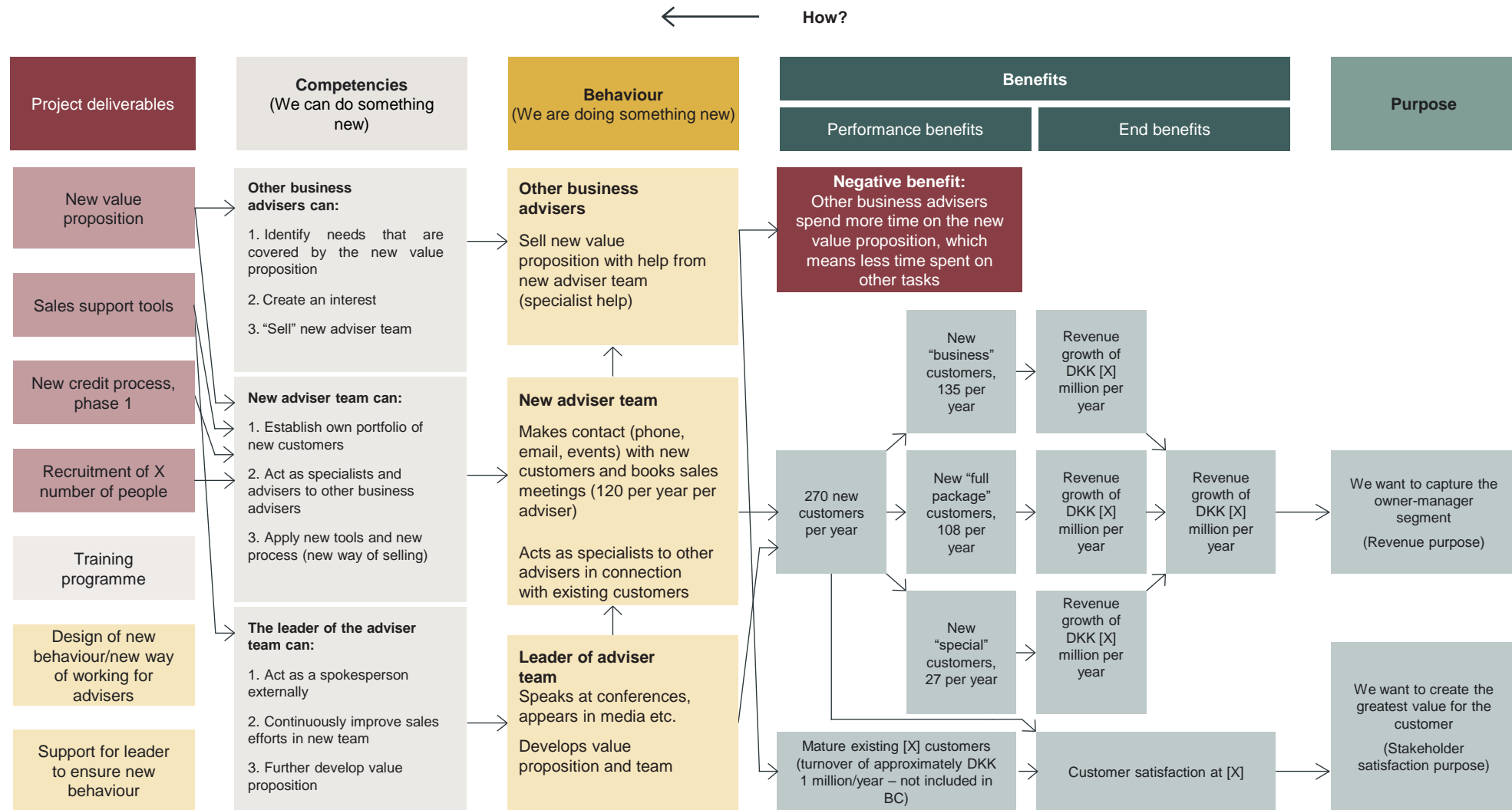


# Benefit map example: The “White Coats” project (simplified)

This is how the benefit map looked at the end of the analysis phase.

This is a typical example of benefit map from a revenue driven project.

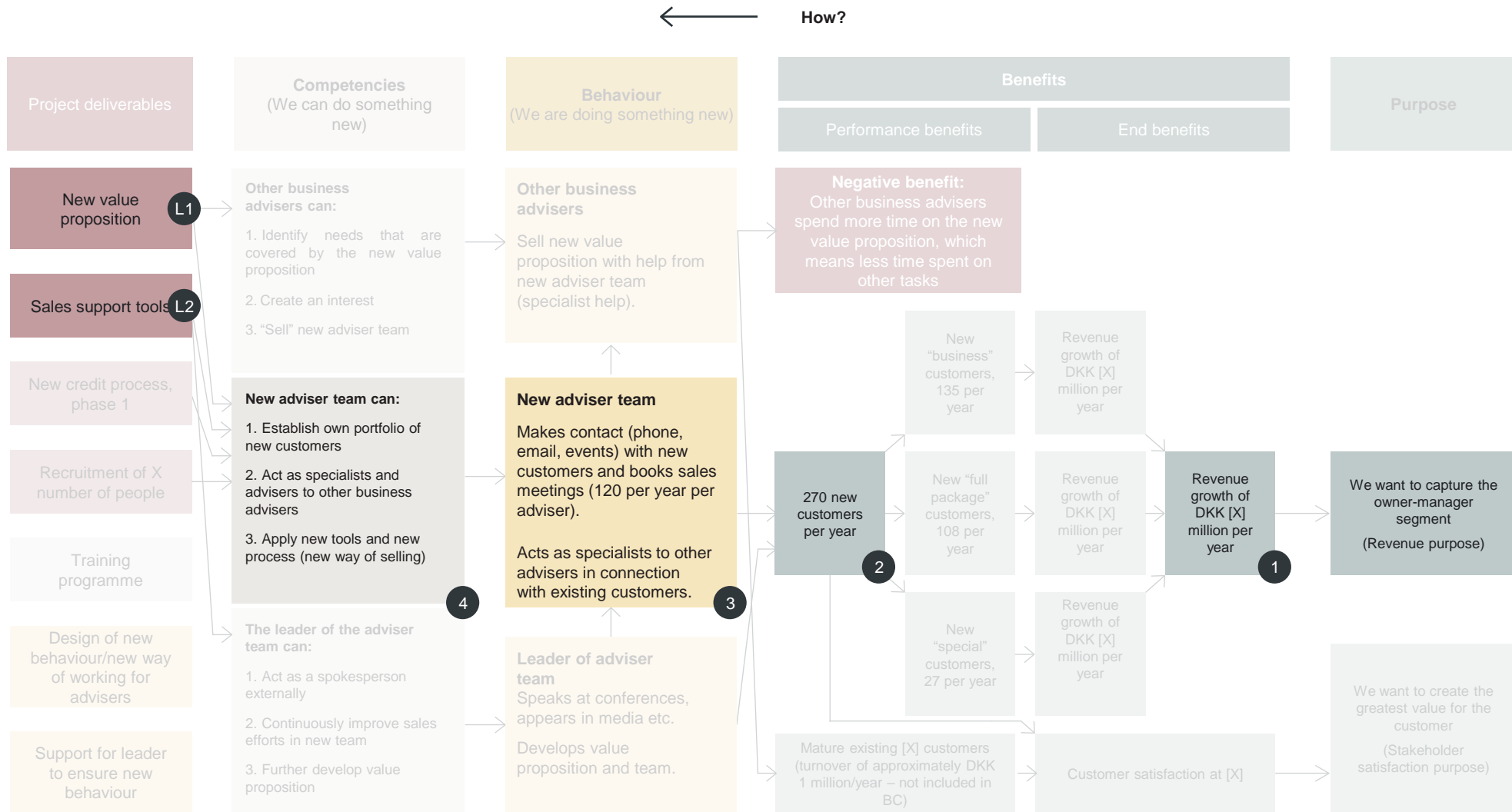


[X] covers actual figures. The number of customers is adjusted according to the actual figures

Reference: Rytter, R. (2022). *Benefits Realisation: The Change-Driven Approach to Project Success*. Copenhagen: Wiley.

# The “benefit realisation highway” for the “White Coats” project

Since we can not measure everything we identify the elements in the map that are most important and measure them. The elements we choose to measure become part of the benefit realisation plan.



[X] covers actual figures. The number of customers is adjusted according to the actual figures

Reference: Rytter, R. (2022). *Benefits Realisation: The Change-Driven Approach to Project Success*. Copenhagen: Wiley.