

# How to create a benefit map – part 1:

The first version of the benefit map is created in the benefit realisation workshop. These are good advice for facilitating the first part of the workshop

## BENEFITS

- Identify cause and effect.
- Break down benefits until they can be linked to an employee group.
- The final benefits are a quantification of a purpose.
- Performance benefits are the result of new behaviour that creates an improvement, e.g. faster process lead time or more customers.
- Map the breakdown of benefits before the workshop so that you are well prepared.

Benefits



## PURPOSE

- The purpose is the answer to the problem that the project is supposed to solve.
- Consider the four types of purpose:
  - Revenue
  - Cost
  - Compliance
  - Stakeholder satisfaction
- Motivate the purpose, if possible.
- Have 1-3 purposes ready.

Purpose



# How to create a benefit map – part 2:

The first version of the benefit map is created in the benefit realisation workshop. These are good advice for facilitating the second part of the workshop

## DELIVERABLES

Divide the deliverables into:

- Technical deliverables
- Training deliverables
- Change deliverables

Remember to ask yourself: Do we need all of them?

Project  
deliverables



## COMPETENCES

- Use the phrase “the role can ...”, followed by competences.
- List the two or three most important new competences for each employee group must obtain.

New  
competences



## BEHAVIOUR

- Use the phrase “the role does/uses ...”, followed by the behaviour.
- Be as specific as possible.
- State the size of the change in T-shirt sizes: S, M, L or XL.

New  
behaviour

