

## Ensure benefits are the focus of investments with our Managing Benefits certification

### The reason organizations invest in change is to realize benefits.

**Despite this, reports from professional bodies, audit agencies and academic research show that organizations in the public, private and third sectors still struggle to demonstrate return on investments.**

The significance of this is even greater in a volatile economic climate where the failure to optimize benefits realization may put future initiatives at risk as investors lose confidence in the organization's ability to successfully manage change.

Our Managing Benefits guidance and qualification scheme aims to help address this problem, building on existing best practices in portfolio, programme and project management.

It provides managers and practitioners from multiple disciplines, working in a variety of organizations, with generally applicable guidance encompassing benefits management principles, practices and techniques.

Managing Benefits provides:

- An overview of benefits management - what it is, the case for doing it, and some common misconceptions that can limit its effectiveness in practice.
- Descriptions of the seven principles upon which successful approaches to benefits management are built, and examples of how they can be/have been applied in practice.
- Guidance on how to apply benefits management at a portfolio level, as well as at an individual project or programme level.

### FURTHER INFORMATION

#### WHO IS IT FOR?

Managing Benefits is aimed at anyone with an interest in ensuring the best use of taxpayers' and shareholders' funds by optimizing the benefits realized from change initiatives, including:

- Senior executives responsible for delivering value for money from the organization's investments in change and achieving the organization's strategic objectives
- Programme and project sponsors, project board executives and people in project/programme/change management roles responsible for delivering change initiatives
- Portfolio managers and portfolio office staff responsible for managing the organization's portfolio of change initiatives
- Business case writers responsible for delivering reliable cases on which to base investment decisions.

Find out more online at [www.apmg-international.com/ManagingBenefits](http://www.apmg-international.com/ManagingBenefits)

#### Qualifications available:

- FOUNDATION (multiple-choice)
- PRACTITIONER (objective-testing)

#### You may also be interested in:

- Agile Project Management
- Better Business Cases
- MoP® / MoV® / MSP® / PRINCE2®
- Project Planning & Control
- Stakeholder Engagement

