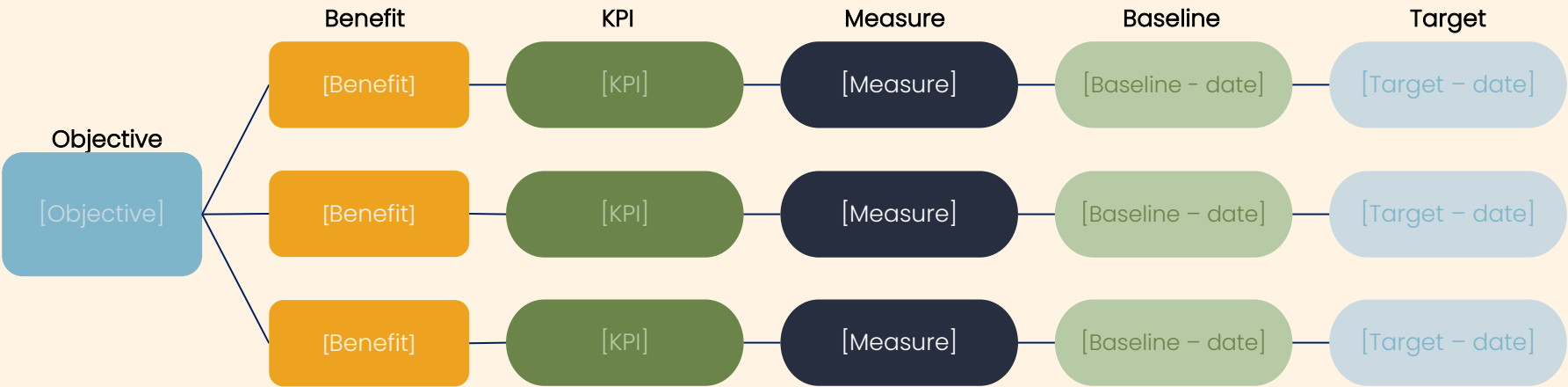


Benefits Management Map



[Programme/Project Name]

Sponsor:	[Name, job title]	Created on:	[Date]
Benefit owner:	[Name, job title]	Facilitated by:	[Name, job title]



Completion notes: A Benefits Map paints a picture of the linkages between a project or programme’s outputs, outcomes, benefits, key performance indicators, baseline and target measures, and how these align to business objectives. It can serve as a powerful communication tool to tell the benefits story. It is a product of the identify phase of the benefits management lifecycle and the earliest artefact created in the process.

There are many techniques that may be used to map the benefits of a programme or project, such as investment logic mapping (ILM), benefits mapping, results chain or benefits dependency network mapping. All of these involve engaging with stakeholders through workshops which are generally facilitated by the project

manager, business analyst or a qualified external facilitator, before writing the business case for a project.

There are many formats and templates for a benefits map. The attached example is one of the simplest ones, which can be tailored to the benefits maturity level of your organisation. For example, you may consider adding a % against each benefit to denote the extent to which you believe each benefit contributes to the objective.

It’s also possible that you may not have all the information required to complete the map at the very start – particularly the baseline and target measures, and so the map would need to be updated as these are further defined. It is a good idea to start drafting the benefits profiles once the basic map is created.

Benefits Management Map (example)

Document Management System Implementation Project

Sponsor:	[Name, job title]	Created on:	[Date]
Benefit owner:	[Name, job title]	Facilitated by:	[Name, job title]

