

Benefits management and High Blues

This document provides an insight into how people with the iMA High Blue communication style will perceive the principles and application of benefits management. To get the benefit of this page you first need to understand your own preferred style (or colour) and, ideally, those of your colleagues.

This page follows the format of the Praxis benefits management plan. Since the policy section is common to all Praxis management plans you can view that in a separate document available [here](#).

Goals

The goals of benefits management are to:

- define benefits and dis-benefits of the proposed work;
- establish measurement mechanisms;
- implement any change needed in order to realise benefits;
- measure improvement and compare to the business case.



A High Blue would typically propose or want to see:

- key individuals engaged in the procedure and given the opportunity to input;
- equal consideration to intangible and non-financial benefits;
- a clear understanding of the impact on people;
- that planning, valuing and realisation engages as many stakeholder groups as possible;
- consideration of dis-benefits where there is a negative impact on people;
- caution regarding how quickly benefits can be realised especially where it involves a change in people's attitudes and behaviours.

A High Blue would typically be perceived as:

- being empathetic to the impact of the proposed change on people;
- a leader who wishes to ensure that there is adequate change management resource and effort;
- focusing on the attitudes and behaviours of those impacted versus the financial benefits of the project;
- focusing on dis-benefits as well as benefits.

Procedure

When defining or implementing the specific steps in the benefits management procedure a High Blue would focus in the following ways.



Quantify

A High Blue would typically propose or want to see:

- the involvement of people through one-to-one discussions and workshops in identifying benefits and dis-benefits;
- benefits and dis-benefits that are people centric (often intangible and non-financial);
- communication with people from previous projects to obtain lessons learned, focusing on the impact on people.

Value

A High Blue would typically propose or want to see:

- the use of qualitative techniques for valuing benefits;
- comprehensive processes for the assessment of benefits clearly identifying responsibilities including their own;
- a cautious approach being taken to the valuation of benefits.

Plan realisation and realise benefits

A High Blue would typically propose or want to see:

- an approach that has been agreed by all parties with clear responsibilities that are fairly allocated across the team;
- resources being deployed to communicate with all those impacted by the change;
- a personal role in supporting the change process and assisting in the transition;
- a focus on minimising the negative impact on people and ongoing operations as the business transitions.