

## Benefits management and High Reds

This document provides an insight into how people with the iMA High Red 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 Red would typically propose or want to see:*

- action taken quickly to identify benefits thereby helping to justify the business case;
- a pragmatic view of the achievability of benefits realisation;
- that they have maximum freedom to take action as they believe necessary;
- resources being identified and committed to benefits management.

*A High Red would typically be perceived as:*

- focusing on short term wins through early benefits delivery;
- focused primarily on quantifiable / financial benefits and potentially dismissing those that cannot be described in this way.



## Procedure

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



### Quantify

*A High Red would typically propose or want to see:*

- the use of tools and techniques that identify short term benefits;
- a focused set of benefits around which logical decisions can be made about their inclusion and means of realisation;
- lessons from previous projects are taken into account and the actions necessary to implement them;
- the allocation of costs to benefits where possible.

### Value

*A High Red would typically propose or want to see:*

- quantitative rather than qualitative output from valuation tools and techniques that allow speedy decision making;
- minimum level of valuation necessary to justify the business case;
- flexible approaches which are there to act as guidance with the final decision being made by those leading work.

### Plan realisation and realise benefits

*A High Red would typically propose or want to see:*

- a simple approach to measuring the before and end states after the transition;
- sufficient and verifiable information against which measurement can take place and progress can be easily monitored;
- a flexible plan linking outputs to the changes necessary to realise the benefits;
- action being taken quickly to realise benefits wherever possible, minimising the impact on business as usual;
- accountabilities for realising benefits made clear and formally recorded;
- timely monitoring and control to ensure that people are being held to account for realisation of benefits.