

Benefits management and High Yellows

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

- clear communication on the importance of benefits management in improving team motivation and thereby performance;
- short term responsibilities for benefits management are identified;
- encourage early interaction within the team and with stakeholders as part of identifying potential benefits;
- a broad view of benefits in particular intangible and non-financial benefits.

A High Yellow would typically be perceived as:

- over-estimating benefits, in particular intangible and non-financial benefits;
- being overly optimistic regarding the ease with which benefits can be realised.



Procedure

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



Quantify

A High Yellow would typically propose or want to see:

- the involvement of team members and stakeholders through discussion and workshops;
- a broad range of benefits identified which can then be pared down;
- communication with people from previous projects to obtain lessons learned;
- less focus on dis-benefits where they don't consider them significant.

Value

A High Yellow would typically propose or want to see:

- valuation of benefits with a minimal level of formality or resources being deployed to achieve this;
- the adoption and use of qualitative techniques for valuing benefits;
- flexible processes for the valuation of benefits including their re-assessment.

Plan realisation and realise benefits

A High Yellow would typically propose or want to see:

- effort put to marketing and communicating the change using the benefits as the central message
- a personal role in communicating the change, potentially acting as a spokesman for the change with those being impacted
- a minimal level of measurement
- a flexible and simple means of monitoring of actions