



The College for  
Adult Learning

We're who you trust

Managing Benefits™



CAL's "gold standard"

Programs will give you global currency.

The reason why organisations invest in change is to realise *benefits*.

**Managing Benefits™** is the new guidance and qualification scheme that aims to complement existing best practice in portfolio, program and project management.

It consolidates existing guidance on benefits management in one place, while expanding on the specific practices and techniques aimed at optimising the realisation of benefits.

Explore  
the  
**Key Success Factors**  
of  
**Effective Benefits  
Management**

### Managing Benefits™ Foundation Certificate

#### Benefits for the Organisation:

- Realize benefits to improve prospects in terms of investors, clients, revenue & efficiency levels regardless of professional discipline & type of organisation.
- Ability to demonstrate more efficient and effective practices through better use of available resources. This enhances an organisation's ability to retain motivated/skilled change management staff and to attract investors.
- Improved return on investment from change initiatives as more benefits are realised and sustained for longer.
- Enhanced confidence on the part of regulators and funding agencies - so helping ensure continued funding for change.
- Enhanced professional competence through benefits management practices and techniques.

#### Benefits for the Individual:

- Ability to implement methods, including knowledge of management accountancy, behavioural finance, psychology, neuro-science and systems thinking.
- Understanding of the seven principles upon which successful approaches to benefits management are built and applied to projects, programs and portfolios. The guide provides a route map to adoption of more cost-effective techniques and practices.
- Adept at forecasting realistic benefits to produce business cases which address business issues and objectives and provide a route to measure success.
- Outline costs and benefits to drive business objectives.
- Have an organization-wide understanding of the benefits a project or program will produce and be able to measure when they are realized.

#### Fact:

**Traditional approaches are just not working and we need to adjust our methods accordingly.**

There is a poor track record of change initiatives in realising the benefits they are established to deliver.

#### Fact:

**The focus should be on planning as an on-going activity with a focus on feedback, insight and exploration.**

Quotes from M. Wheatley  
*Leadership & the New Science:  
Discovering Order in a Chaotic  
World.*

#### Fact:

**Information must be sought from everywhere, from places and sources people never thought to look before.**

We need to seek evidence of benefits realization from multiple perspectives.

## Fast Track > The time is now for career mastery.

You'll discover CAL's programs are outstanding value for money.

CAL's career advisors will assist you to choose the learning pathway that is best for you. Enquire today for our current fee schedule or visit our website [www.collegeforadultlearning.com.au](http://www.collegeforadultlearning.com.au).

### Managing Benefits™ Foundation Certificate

Managing Benefits™ has been carefully designed to complement existing Best Practice in portfolio, program and project management such as PRINCE2®, MSP®, P3O® & MoP®.

It consolidates existing guidance on benefits management into one place, while expanding on the specific practices and techniques aimed at optimising benefits realisation.

#### Who is it For?

The purpose of the **Managing Benefits™** guidance and certification scheme is to provide managers and practitioners from multiple disciplines, working in a variety of organisations, with generally applicable guidance encompassing benefits management principles, practices and techniques.

The target audience includes all those with a role in ensuring best use of funds by maximising the benefits realised from change initiatives. This multi-disciplinary group includes:

- ✓ Change leaders (e.g. senior responsible owners & directors of change)
- ✓ Change initiators (e.g. strategic planners and policy leaders)
- ✓ Change appraisers and evaluators (e.g. business case developers & project appraisers)
- ✓ Change implementers/enablers (e.g. portfolio, program, & project managers)
- ✓ Change support staff (e.g. portfolio, program and project office staff)

#### The Managing Benefits Certification Exam: How does it Work?

You can complete an OPTIONAL exam to become fully qualified & registered globally by the APM Group.

- **The Foundation** exam consists of 50 multiple-choice questions; you need 50% or more correct to pass. The exam is a 40 minute closed book examination.

#### Benefits of Learning Online

- ✓ Instant online access to the accredited multimedia e-learning course for one whole year (approx. 8 hours of study time)
- ✓ Interactive quizzes and mock exam simulators to test knowledge ahead of the exam
- ✓ Access to qualified experts around the globe
- ✓ A flexible exam process – take online via a webcam, in-house or at a local test centre. *(The official Managing Benefits exam is included with this course)*
- ✓ Networking with fellow learners in our unique Virtual Learning Environment
- ✓ **PLUS** As a special launch offer all courses will include a copy of the HM Treasury 'Green Book' guidance, The Five Case Model resources and much more supporting information for Better Business Case implementation.

Why CAL is a better choice  
In a recent survey of over 150 CAL graduates:

- 100% said CAL met or exceeded their expectations
- 97% responded that CAL's courses offer value for money
- 98% actively recommend CAL courses to others

"If you want something you can do in a few months and fast-track your learning, the College of Adult Learning will get you there"

Jo Grist

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**Available in-house**