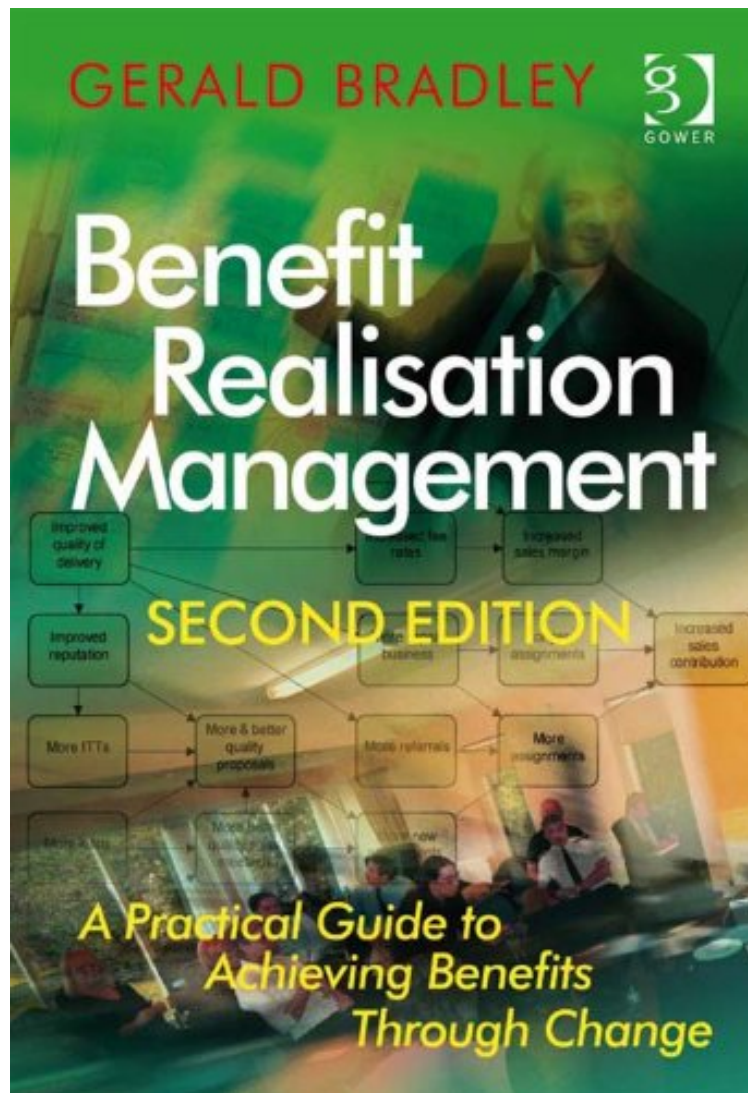


# Benefit Realisation Management: A Practical Guide to Achieving Benefits Through Change

Gerald Bradley

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**Gerald Bradley : Benefit Realisation Management: A Practical Guide to Achieving Benefits Through Change** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Benefit Realisation Management: A Practical Guide to Achieving Benefits Through Change:

0 of 0 people found the following review helpful. Well written and a new perspective on VRM By Customer Written to justify and explain the Benefits Realisation Management approach and not to simply produce a technical document on a methodology.

The first edition of Gerald Bradley's *Benefit Realisation Management* quickly established itself as the definitive, practical guide to using measures to track performance throughout the life of a project or programme; enabling organisations to eliminate wasted investment, realise more benefits and realise them earlier. The second edition takes you step-by-step through the benefits realisation process, explaining along the way, how to: lowast; define your projects and programmes by mapping the benefits lowast; produce a convincing and accurate business case lowast; communicate the benefits and get all your stakeholders on board lowast; agree the measures you will use to encourage the desired behaviours, to monitor progress and to assess the ultimate success of the project or programme lowast; use the benefits realisation approach to understand and address the human aspects of the project, including resistance to change, training needs and new ways of working lowast; integrate this approach into your organisation's culture and systems. The second edition includes expanded guidance on benefits realisation for portfolio management and includes revisions to the original text along with additional case study examples. The text of the latest edition is now printed in four-colour which make the detailed and varied benefit maps throughout the text immediately more striking and comprehensible. The benefits realisation management methodology fits closely with existing programme and project management approaches such as MSP and Prince 2, making it appropriate for both public and private sector environments. If you are investing heavily in change management, IT infrastructure or project working, then this book is a must-read that will justify its price many times over.

'This book is written by a practitioner with the benefit of 25 years experience and also the benefit of feedback on the first edition of this book... Chapters are simply presented and immediately usable by practitioners and they provide stimulating ideas for researchers... Another way of looking at this book is that it provides a very useful primer and anchor for PM practice... My impression of the first edition (Bradley 2006) is that it is a valuable book that I would recommend to practitioners who are expected to respond to the challenge of "realising benefits", who hear the jargon and are unsure what exactly it means and how performance of project outputs and outcomes can be defined and measured. This second edition takes the ideas to the program and portfolio level... This is certainly a valuable reference book worth keeping handy whether you are an academic or a PM practitioner.' --Derek H. T. Walker, RMIT University, Melbourne, Australia for *The International Journal of Managing Projects in Business*

Gerald Bradley's book *Benefit Realisation Management* addresses one of the most neglected areas of business transformation. An area that many fail to understand the importance of, so often they brush it aside, and suffer the consequences later down the line... It is brimming with much of what a Programme Manager or Business Transformation Manager needs to know about the theory and principles of Benefit Realisation Management (BRM)... I strongly recommend that anyone who is in charge with the task of undertaking benefit realisation management picks up a copy of this book. Even if you feel you are well-versed in benefit management, it will serve as a good friend, particularly during some of the more solitude moments of managing key components of business transformation. --Rob Llewellyn, Consult Llewellyn

About the Author Gerald Bradley has been pioneering and developing the thinking on benefit realisation for 20 years. He founded Sigma as a consultancy and training organisation to focus exclusively on Benefit Realisation Management. During the past 20 years the company has had the opportunity, under Gerald's leadership, to develop and refine the concepts and the practicalities of benefit realisation, through application to a wide variety of large projects and programmes for major organisations from both public and private sectors. Gerald's ideas and experience have had considerable impact on both business and academic thinking and he is now regarded as one of the leading experts in the field.