Managing Benefits Certification

Maximizing return on investment from change
**Ensure benefits are the focus of investments with Managing Benefits training & certification**

The reason organizations invest in change is to realize benefits.

Despite this, reports from professional bodies, audit agencies and academic research show that organizations in the public, private and third sectors still struggle to demonstrate return on investments.

The significance of this is even greater in a volatile economic climate where the failure to optimize benefits realization may put future initiatives at risk as investors lose confidence in the organization’s ability to successfully manage change.

Our Managing Benefits guidance and qualification scheme aims to help address this problem, building on existing best practices in portfolio, programme and project management.

---

**Who Is It For?**

Managing Benefits is applicable to anyone with a role or interest in optimizing the benefits realized from change initiatives, including:

- Senior executives responsible for delivering value for money from the organization’s investments in change and achieving the organization’s strategic objectives
- Programme and project sponsors, project board executives and people in project/programme/change management roles responsible for delivering change initiatives
- Portfolio managers and portfolio office staff responsible for managing the organization’s portfolio of change initiatives
- Business case writers responsible for delivering reliable cases on which to base investment decisions.

Find out more online at: [apmg-international.com/ManagingBenefits](http://apmg-international.com/ManagingBenefits)

---

Managing Benefits provides:

- An overview of benefits management - what it is, the case for doing it, and some common misconceptions that can limit its effectiveness in practice.
- Descriptions of the seven principles upon which successful approaches to benefits management are built, and examples of how they can be/have been applied in practice.
- Guidance on how to apply benefits management at a portfolio level, as well as at an individual project or programme level.

---

**Certifications available:**

- FOUNDATION (multiple-choice)
- PRACTITIONER (objective-testing)

**You may also be interested in:**

- AgilePM®
- Better Business Cases
- Praxis Framework™
- Project Planning & Control
- Stakeholder Engagement