

The purpose of a **Benefit Profile** is to understand clearly:

- ✓ What the benefit (or dis-benefit) is and who is responsible for it
- ✓ How the benefit supports organisational and programme objectives
- ✓ How you are going to measure the benefit to show it is being achieved
- ✓ What enablers must be in place to get the benefit (if they aren't there you can't get the benefit)
- ✓ What things you need to do to draw the benefit out
- ✓ What are your targets for the level of benefit and when by
- ✓ What could go wrong or stop you getting the benefit

Benefit ID		Benefit Profile
Benefit Name		
Benefit Owner	<name/function of the person accountable for realising the Benefit> e.g. Tom Brown Duty Manager - Outpatient Services	
Programme	<programme name>	
Date last updated		
Overall Description		
Benefit Description	<short text description of the Benefit or dis-benefit, often using words like faster, lower, greater> e.g. Lower number of calls received to reschedule appointments	
Benefits Categories	e.g. Value, Financial impact, Corporate Objective, Stakeholder impact, Timeline, Risk	
Business Area that will receive the benefit	<usually one or more departments/function in your organisation > e.g. Outpatient Services	
Organisational objectives supported	<listing the main organisational objectives that the Benefit supports> e.g. To provide services that meet the needs of our customers	
Programme objectives supported	<list the main programme objectives and the related outcomes the Benefit supports> e.g. Project Alpha : to improve customer service by putting more functions online	
Related Risks and Assumptions	<ul style="list-style-type: none"> • <list key assumptions that have made that might not be right> e.g. about 80% of customers would be willing to use an online service) • <list key risks to providing the enablers> e.g. poor performance by supplier • <list any other risks that might stop the Benefit being achieved (e.g. major relocation of office) and opportunities that might not be realised> 	
Related Issues	<list active issues that will stop the Benefit being achieved> e.g. current website performance is too slow so people don't use it	
Related Benefits	<If there are benefits that depend on this benefit list them here. A common example is a cost saving that once achieved is used to fund another improvement>	
Dependencies	<list all dependencies on external programmes, projects or events>	

Measurements			
Current performance level	<list the current level of performance including what is measured, how performance is calculated and the value currently being achieved>		
Target performance level	<ul style="list-style-type: none"> <list the target performance levels and how you expect to approach it over time> e.g. 30% improvement after 6 months, 50% improvement after 12 months etc. <identify what is measured, how performance is calculated, how often measurements will be made and who will make/publish them> 		
Business KPIs affected	<list Business KPIs or performance measures that are already in place which would be affected by realising this benefit> e.g. overall customer satisfaction score potential increase of 5-10%		
Benefits Realisation			
Business change actions	Action	Actionee	Due Date
	<list the business change activities needed to realise the benefit and who will do them. Consider changes to business process, people, culture, policies etc. Distinguish activities within your project's direct control from those outside it>		
	e.g. train staff to inform telephone callers about new service	Project Mgr	
	e.g. promote online service via patient leaflets for 12 months after launch	Comms Mgr	
Costs of business change	<identify the costs that will be incurred to realise the benefit and how they are funded> e.g. Project Team Training: 2 days/month, £XXX, part of project budget; Communications Team: 30000 leaflets, £YYY, from communications budget		
Enablers			
Outputs required	<list all project outputs required to enable this benefit to be realised>		
Capabilities required	<list all capabilities required to enable this benefit to be realised>		
Outcomes required	<list all outcomes that need to be established before this benefit can be realised>		