

ASSET MANAGEMENT MASTERCLASS

The Asset Management Masterclass provides the subject matter understanding, practical insights and qualifications expected of modern senior managers in any asset-intensive organisation. The course is suited to anyone with, or moving into, a leadership, strategic planning or asset portfolio responsibility. Typical participants come from power and water utilities, manufacturing, process, pharmaceuticals, petrochemicals, oil & gas, mining, transportation, facilities management and other private or public sector infrastructure.

Taught by the leading international authorities in the subject, each of whom has extensive first-hand experience of managing complex and critical business infrastructure, this is the gold standard course in Asset Management. It combines highly-interactive classroom modules, practical workplace assignments, an intensive, total immersion role play exercise (the 'Asset Management Challenge') and formal assessment for the joint award of a Diploma in Asset Management from the Institute of Asset Management (IAM) and a "Professional Asset Manager" Certification from the Woodhouse Partnership Academy.

The Asset Management Masterclass represents the benchmark for personal development and competency recognition if you wish to be acknowledged as an Asset Management professional.

Combining the very best of blended learning methods, the programme can be delivered in-house for an organisation developing a group of asset management experts. Alternatively, it is also delivered at convenient, prestigious locations for individuals and teams from multiple organisations, enabling sharing of experience and diversity of context. Participants also benefit from entitlement to join the TWPL Academy Alumni community, with ongoing support, resources and networking.

The Asset Management Masterclass includes:

Classroom Learning

- A five-day residential training course, covering the 39 internationally-recognised* subject areas of asset management and the 12 modules of the Institute of Asset Management's Diploma qualification curriculum

Assessment, examination and certification

- Half-day exam preparation workshop, revising the curriculum and practicing in exam conditions
- IAM Diploma examination
- Awards and feedback session

Applied Learning in your workplace

- Practical workplace assignments, with tutor guidance and support
- Supplementary reading and Asset Management Academy alumni network/community support

Asset Management Challenge

- A unique, immersive team-based, intensive 2½ day 'role play' game that teaches real-life application of asset management principles, teamwork, leadership, strategic thinking, decision-making and communication skills

Eligibility criteria

This course is aimed at advanced learners, wishing to reach the highest levels of insight and understanding. Applicants should therefore already have a good understanding of the basic principles and practices of Asset Management. All are expected to have previously attained the level of IAM Certificate, WPIAM CAMA or equivalent qualification. If such independent recognition of prior knowledge is not provided, however, then preparatory e-learning can be obtained via the Asset Management Academy online portal (www.assetmanagement.online). Successful completion of the 14 e-learning modules (aligned to curriculum of the IAM Certificate qualification) will be regarded as adequate evidence of understanding the core principles of Asset Management and eligibility for the Masterclass.

Timetable

Pre Masterclass ▶ 5 days ▶ 2 weeks ▶ 2 weeks ▶ 2½ days ▶ 1 day

(Optional)

IAM Certificate or eLearning 14 modules course

Residential classroom course content

Workplace assignment followed by submission

Asset Management Challenge preparation

Asset Management Challenge

Exam preparation followed by IAM Diploma exam Evening awards

Course content

STAGE 1

Advanced Asset Management: 5-day residential classroom module

The curriculum for this module revises the fundamental principles and extends to cover the integration and effective implementation of asset management practices and systems throughout the organisation. It explores how organisational direction can be converted into specific asset management policies, strategies, plans and delivery activities that optimize performance and value over the whole life cycle. The supporting elements of leadership, competency, behaviour and culture are covered, as well as the necessary information systems, risk management, supply chain management and continual improvement processes. The governance role, elements and integration of the overarching management system are explained in detail, along with the processes of developing such systems and improving maturity and performance in asset management.

The course includes the following modules;

- Principles of Asset Management
- Asset Management Policy, Strategy & Planning
- Managing Asset Life Cycle Decisions and Activities
- Assessing and Managing Asset Management Risks
- Financial and Business Impact
- Practices of Asset Management
- Asset Management Information and Knowledge
- Sustainable Asset Care and Performance Management
- Managing Change in Asset Management Systems and Capabilities
- Contractor and supplier management
- Demand Forecasting and Capital Expenditure Planning
- Methods for Realising Whole Life Value from Assets

The participant will develop a business-centred appreciation of Asset Management and will be better able to influence decisions and the performance of the organisation. The course is cross-disciplinary and helps to foster effective team-working and to break down departmental silos.

STAGE 2

Workplace assignments

A significant workplace assignment will be scoped and planned in consultation with your tutor. It will normally be a practical asset management activity that will be of value to you and to your employer, such as the design or documentation of a strategic plan, a risk management process, decision-making framework, performance monitoring regime or asset life cycle plan. Such assignments will be scaled to be deliverable over 2-4 weeks. Online tutor and network community support is available during this period. Assignments will be assessed as part of the Masterclass certification and qualifications scheme.

STAGE 3

The Asset Management Challenge: 2½ day residential module

The AM Challenge is an immersive and competitive role play game, designed to 'bring all the asset management concepts together' within a realistic, multi-dimensional scenario.

Teams are provided with pre-reading materials two weeks prior to the exercise, and also given a detailed briefing on the evening before the (residential) Challenge commences. The prior reading materials introduce organisational roles for team members, along with context, goals, current performance and a range of real and perceived risks and opportunities for the asset management scenario. Further information is progressively revealed at stages during the programme and additional data can be 'purchased' at the teams' discretion.

The Challenge requires the teams to understand the issues and opportunities, sort out priorities, develop strategies and plans, evaluate and justify the chosen strategic plans, and present these to a 'board of directors' (the Masterclass assessors and guest judges). As the game progresses, decisions are reflected in financial and other outcomes, including business performance and a variety of stakeholder impacts. Templates and tools are provided to record and quantify risks, perform cost/benefit evaluation of ideas and options and to explore and present different scenarios, with clear identification of the team's proposed way forward.

Each team is scored on a combination of the hard numbers underpinning their proposals, and the credible, understandable explanation (presentation) of these to a 'Board of Directors', plus assessors' observations and feedback from the working sessions of individual and team performance.

The Asset Management Challenge teaches, tests and evaluates the ability of each delegate, both as an individual and as a team member. Good teamwork and leadership is essential, and such role play learning links fundamental Asset Management concepts and principles into real-life contexts, time pressures, conflicting priorities and confusing information. Developed over 10 years of delivery and refinement at Masters degree level, the Asset Management Challenge is a unique, very popular and memorable experience!

STAGE 4

IAM Diploma Examination and Awards ceremony

The course culminates in a revision session and the formal IAM Diploma examination. The Diploma curriculum covers both the breadth and depth of knowledge and understanding, along with the application of professional judgment in practice. It is currently the highest-level qualification awarded by the Institute of Asset Management.

The Asset Management Masterclass concludes with a feedback session and the presentation of Professional Asset Manager certificates, IAM Diploma qualifications and CPD points as appropriate. The ceremony offers a final opportunity for the group to socialise, network and celebrate successes. The ceremony, if part of an in-house delivery program, may also be combined within an optional social event (e.g. class dinner).

Course benefits and learning outcomes

Candidates, at the end of the Masterclass, will be able to:

- Contribute to the development and implementation of AM policy, strategy, objectives and plans
- Participate in asset-related risk identification, analysis and management processes and contingency planning
- Understand the asset life cycle, value realisation and the role of appropriate tools to optimise the performance, risk and cost of assets
- Understand requirements for managing the implementation of asset management plans
- Identify the information and performance measures needed for effective asset management and evaluate the effectiveness of asset information systems
- Understand the financial implications of asset and asset management decisions for the organisation and translate technical issues into business implications
- Contribute more effectively to change management, continual improvement and cultural development

In addition, the course programme will:

- Enable candidates to acquire a broad understanding of the complex and multi-faceted, cross-disciplinary role of asset management
- Enable the development of skills and knowledge required to effectively manage assets in modern business environments
- Enable the development of effective decision-making and problem-solving skills
- Enable candidates to reflect on, and critically evaluate, their own practices in the workplace and different organisational contexts
- Promote active participation in the learning process with a highly interactive approach, incorporating seminars, workshop activities, role-play and practical sessions
- Place a strong emphasis on working in learning teams to enhance the development of collaboration skills
- Offer an understanding of the contribution of relevant underlying theoretical concepts to complex real-life business decisions and strategies
- Enable candidates to critically evaluate the process of skills transfer and application of knowledge into work-based practice
- Provide a strong focus on personal development; helping participants to understand and reflect on their strengths and weaknesses, and become self-managed learners, including a focus on and evaluation of the benefits for the employing organisations

**For further information
and to obtain a quote
please contact us at:**

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E: enquiries@twpl.com

Class sizes and registration

Participant numbers are strictly limited to maximum 16 in order to ensure maximum engagement and effectiveness. A minimum of 8 delegates is required to make best use of the teamworking elements and competitive role play of the Asset Management Challenge.

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