

ASSET  
MANAGEMENT  
ESSENTIALS

## EXPERT-LED COURSES

- Asset Management Systems
- Asset Management Decision Making
- Asset Life Cycle & Performance Management
- Asset Management Leadership, Motivation & Culture
- Asset Management Strategy & Plans**

# Asset Management Strategy & Plans

**Asset Management Strategy and Plans** reminds delegates of the core **Asset Management (AM)** concepts, good practices and the role of an **Asset Management Policy**. It then explores how context and stakeholder expectations influence the setting of strategic objectives and the **Strategic Asset Management Plan (SAMP)**. It goes on to explain the practical linkages necessary between the overall strategies and the **Asset Management Plans (AMPs)** needed to deliver the **AM objectives**.

The course explains the top-down and bottom-up processes and steps necessary to develop AM objectives, strategies and plans. It shows how this involves resolving conflicting needs, priorities and constraints to deliver the best overall value to the organisation. The course also sets out how long term plans are used the basis for determining the organisation's AM activities, resources and budgetary requirements, and ensuring that such plans are realistic and deliverable.

**The course is delivered as a combination of eLearning modules with a live expert-lead online workshop.**

## Who is it for?

The course is designed for those working in any sector where physical assets are important, such as Electrical, Gas & Water Utilities, Manufacturing, Processing, Mining, Oil & Gas, Transport, Facilities Management, Municipalities etc. It is equally suited to those who are new to Asset Management and more experienced practitioners wishing to refresh or check their knowledge.

**Specifically, this course is ideal for those individuals who are interested in, or responsible for:**

- Business planning, work forecasting, resourcing and budgeting
- Development of Asset Management strategy (SAMP) or plans (AMPs)
- The implementation of a management system for Asset Management (e.g. ISO55001)

## Scope of the course

**Asset Management Strategy & Plans course combines the following modules:**

- Introduction to Asset Management
- Organisational Context and Stakeholder Expectations
- Asset Management Policy, Strategy, Demand Analysis and Objectives
- Asset Management Planning
- Alignment, integration, realism and change management in strategies and plans (live expert-led workshop)

The first four modules comprise professionally-developed eLearning modules, with interactive exercises and module assessments, hosted on our Learner Management System. This is fully flexible for PC, tablet and smartphone access. Users each receive a 12-month access license to the modules, along with online support.

The final module is a 2-hour expert-led workshop, delivered via our virtual classroom. It summarises and discusses the material presented in the eLearning modules, and shares real-world case studies in the implementation of AM systems and the benefits obtained. This is followed by a Q&A session where students can pose questions to our Asset Management expert.

## Learning Outcomes

**This course will provide an understanding of:**

- Key terms and concepts: assets, assets systems, asset portfolios
- Value and the benefits of effective asset management.
- Organisational context, stakeholders and their expectations
- How these affect an organisation's strategy or business plan.
- The roles of AM Policy and Strategy (or Strategic Asset Management Plan, SAMP)
- Setting of AM objectives and strategies.
  - How demand analysis is used in this process
- The context, content and purpose of an AM Plan
  - How AM plans align with, and enable, delivery of the AM Strategy and Objectives

The course content was designed and developed by internationally-recognised AM experts and is aligned to the 'Asset Management Landscape' of the Global Forum for Maintenance and Asset Management (GFMAM). It can also be combined with other AM Essentials courses to complete the full curriculum for the IAM Certificate in Asset Management.

**The Woodhouse Asset Management Academy is an IAM Endorsed Training Provider and Examinations partner.**

