



WOODHOUSE  
ASSET MANAGEMENT  
ACADEMY



Global Leaders in Professional Asset Management Training



Education & Training Courses

Woodhouse Academy helps you on every step of the Asset Management Journey



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# Introduction



The Woodhouse Asset Management Academy is one of the longest established (est. 1994) and most widely respected sources, worldwide, for Asset Management expertise, training, and facilitation support.

We are Institute of Asset Management (IAM) Endorsed Trainers, but we go much further than just delivery of high-quality education and training in asset management: our mission is to create effective sustained change in understanding, capabilities, behaviour, and performance. And that means we shape our approach to the individual needs of each client.

With an unrivalled team of experienced course designers and tutors, we provide pragmatic experience and common sense. And we also keep our expertise totally up to date by leadership and participation in the world's foremost 'thought leadership' and R&D programmes. For example, we have led and facilitated the development of BSI PAS 55 and ISO 55000 standards, the IAM Competences Framework and Asset Management Maturity guidance, and programme-managed the SALVO consortium, developing best practices in asset management decision-making.



*"Reports from everyone that attended the course is that you are an exemplary teacher, made it very engaging, and they really enjoyed the time with you."*

Head of Asset Management

Woodhouse Asset Management Academy provides the most comprehensive range of **competency development services** available, ranging from structured methods for identifying and prioritising requirements, to professional development planning, off-the-shelf short courses, formal qualifications, online learning and blended learning, customised and bespoke course development, workplace 'learning while doing' coaching, management mentoring and culture change guidance and support.

This guide summarises some of these services – however we are particularly proud of our **flexibility and case-by-case ability** to shape our assistance to the specific needs of each client. So do not hesitate to ask if you would like to explore options not specifically covered.



One of the first asset management training organizations to be endorsed by the Institute of Asset Management for professional Asset Management competency development

# Different starting points, different challenges & priorities

Where are you on your asset management journey?



## Getting started

Are you still working in departmental silos with competing priorities, with patchy knowledge of the assets?

### Aware, Learning and Applying

- Executive briefings
- Skills gap analysis & training plans
- Online learning & 'taster' courses
- IAM Foundation & Basic Training

Our Getting Started range of education and training is geared to establishing a robust starting point and a solid foundation. We offer a comprehensive range of online and classroom introductory training to achieve alignment of understanding in the core principles, language, and asset management concepts. As a longstanding IAM Endorsed Trainer, the Woodhouse Academy provides experienced guidance to support you.

**There is no other education and training provider who has the depth of subject matter expertise and real, first-hand experience of delivering successful Asset Management transformations.**

## Integrating, embedding

## Seeking excellence

Perhaps you already have an established and stable governance system for strategic planning etc, and seeking where next to focus?

### Optimizing Value, Continual Improvement

- Optimization skills, tools & process training
- Diploma & Professional Asset Manager qualifications
  - CPD for leaders, champions & facilitators
  - Competency assurance & change management

For those Seeking Excellence, we provide a different form of support, as what is desirable and what is achievable, are constantly changing. New technology, new ideas and changes in organizational context mean that every organization has to be forward-looking, agile, and be able to demonstrate that they are dynamically optimizing.

We work at the front edge of research and development and thought leadership. With adaptive processes, unique tools, and world-leading educational resources, we can help you to help yourself. There is no shortage of individual subject matter expertise but very few like Woodhouse who have expert resources who provide real, in-depth guidance for joining them all together in an effective and sustainable way.

Are you already on the journey to establishing a joined-up, systematic and integrated approach to asset life cycle management?

### Developing, Personalising and Consolidating

- Management Training & Coaching
- Competency framework & professional development
  - IAM Certification & Diploma
  - Asset Management Challenge
  - Expertise training in >20 subjects
  - Bespoke & customized courses

For individuals and organizations who want a joined-up approach to asset management where greater insight and understanding is needed. Education and training are available for individuals who have the responsibility for developing strategies and plans or are leading and facilitating improvement programmes to support the establishment of a joined-up and effective management system for asset management.

We have over 20 short courses which cover all asset management topics as well as offering blended and customized courses and training programs.



# Subject specific Courses & Programs

The Woodhouse Academy has the **widest range of courses in Asset Management**, all of which target groups to all likely levels of requirements.

We can deliver a comprehensive program of training and education for organizations, and individuals, using a combination of specific courses to manage business-critical gaps. We can ensure that investment in training yields the best return, and also provides the individual learner with the most useful new skills as quickly as possible.

The following courses are available as standalone or may be combined to build a corporate bespoke program. Please contact us for further information.

## 1 Principles of Asset Management including ISO 55000

### 1.1: Introduction to Asset Management

Communicates latest processes, methods, tools, thinking on Asset Management combined giving an overview for busy managers about what Asset Management is and what it can do for an asset centered organization.

### 1.2: Executive Briefing on ISO 55000 and/or PAS 55

A management-level introduction to the ISO 55000 set of standards to help recognize the implications of these standards for the organization, including opportunities and business benefits.

### 1.3: Implementing ISO 55000 and/or PAS 55

A preparing guide to the ISO 55000 set of standards and their business implications and to plan the preparatory actions for the adoption of these standards and to explain to others the requirements, role, and benefits of adopting ISO 55000.

### 1.4: Beyond ISO 55000: Seeking Excellence

Addresses the skills and processes you need to refine and optimize asset value realization.  
How to customize your strategies for context, capabilities, and continual improvement.

## 2 Technical Skills in Asset Management

### 2.1: Tools and Techniques of modern Asset Management

Introduces the key techniques, standards and tools, and techniques of modern Asset Management. It is a convenient, concentrated way

to learn about the strengths, applicability, and limitations of the many solutions being promoted as part of the Asset Management toolset.

## 3 Strategy, Planning and Decision Making

### 3.1: Strategic Asset Management Planning

Provides real practical insight into the development of effective strategies for Asset Management, including alignment with organisational objectives and engagement of the workforce, risk management, prioritisation, goal-setting, performance monitoring and cross-disciplinary collaboration requirements.

### 3.2: Stakeholder Analysis

Provides techniques to lead and/or carry out a comprehensive ‘zero-based’ review of an organization’s stakeholders and how to describe their requirements and expectations in preparation for Strategic Asset Management Plan (SAMP) creation.

### 3.3: Key Performance Indicators for Asset Management

An introductory workshop to help participants to understand and develop appropriate KPIs for assets, asset management, and the delivery of improvement plans (such as a Roadmap). Follow-up options include customized coaching and facilitation for establishing such KPIs and how to integrate them with any existing corporate ‘Scorecard’ and data sources.

## 4 Investment, Decisions and Life Cycle Costing

### 4.1: Cost/Risk/Performance evaluation of Investment decisions

Provides ‘business case’ skills needed to evaluate and justify projects, changes or investments in physical assets. It enables consistent value criteria for different options and business drivers, with correct handling of good or bad data.

### 4.2: Life Cycle Costing

Introduces and explains the concepts, methods, and applications of Life Cycle Cost or ‘TotEx’ in asset management decision-making and performance monitoring. Includes extensive use of case studies and practical exercises.

## 5 Inspection, Maintenance and Reliability

### 5.1: Reliability and Maintenance Engineering

Introduces the concepts of reliability from design, operation, maintenance, and continual improvement perspectives. It covers the relevant tools and analysis methods, and the practical opportunities and constraints associated with incomplete data, human/cultural factors, and business processes/disciplines.

### 5.2: Maintenance Management

Enables managers to understand, implement and control the necessary activities of staff to ensure that assets are safe, reliable, performing and compliant. It covers the full cycle of strategy development, planning, resourcing, contractors, scheduling, work and quality management, and continual improvement. It also addresses the essential dimensions of people, information technology and asset life cycle collaboration (such as ‘designing out the need for maintenance’).

### 5.3: Reliability Centred Maintenance (RCM)

Trains the methods and techniques used in applying Reliability-Centred Maintenance (RCM) for the development of appropriate maintenance strategies.

### 5.4: Maintenance Optimization

Covers maintenance strategy and decision-making. Going further than just the understanding of FMEA and RCM/RBI techniques, it includes methods for building the business case for maintenance and optimizing the cost/risk/performance and asset lifespan effects.

### 5.5: Optimizing Inspection and Condition Monitoring strategy

Teaches how to evaluate inspection or condition monitoring methods, and optimal intervals. Also covers the optimal testing of safety, standby, and protection systems.

### 5.6: Optimizing Shutdown Strategy and Intervals

Provides an understanding and ability to implement techniques to model the cost/risk optimization of shutdown intervals and the choice of tasks to cluster or bundle into the range of alternative shutdowns.

## 6 Materials, Spares and Supply Chain

### 6.1: Justifying and Optimizing Critical Spares

Covers quantified, risk-based justification and optimization of critical and slow-moving spares.

### 6.2: Optimizing Materials, Inventory and Procurement Strategies

Provides tools and techniques for optimal, risk-based inventory and optimum procurement strategies for materials and consumables.

## 7 Asset Renewals and Life Cycle Extension

### 7.1: Asset Replacement and Life Extension decisions

Covers leading-edge techniques to evaluate and justify when to

replace deteriorating or obsolete assets, or how best to extend their economic life.

## 8 Criticality and Risk Management

### 8.1: Asset Risk Management

Covers the concepts, methods and implementation of asset risk management techniques. Includes the identification, quantification, evaluation, control and reporting of asset-related risks and the establishment of risk management processes aligned to ISO 31000 guidance.

### 8.2: Criticality Assessment and Analysis

Explains what an asset criticality ranking system is, how to construct one and then apply it in multiple uses. Participants’ practice building and using these tools.

### 8.3: Root Cause Analysis and Elimination

Provides an understanding and ability to implement investigation techniques to identify the root causes of failures in order to find remedies to stop recurrence. Participants’ practice building and using these tools.

# Corporate Training, Development & Customization

We have the capabilities to customize generic courses with sector, or company specific examples and have **extensive experience of bespoke course development** often as part of significant transformation programs.

We specialize in blended learning, combining general asset management understanding (through the IAM Foundation, Certificate, and Diploma courses) with subject-specific training, coaching and workplace mentoring.

## Corporate Training & Development

Educating and training your workforce will result in higher productivity, motivation and better decision-making. In many cases, the Woodhouse Asset Management Academy's corporate training and development programmes are self-funding through the problems solved during the process.

There are many people claiming to be experts in asset management, but few who can really show that they have what it takes to transfer that knowledge successfully and sustainably. We have an unparalleled track record of helping organisations to learn, grow and develop their own capabilities in their own style.

The Woodhouse Asset Management Academy covers the whole process of identifying priorities, clarifying the desired outcomes, providing the optimal mix of training content and delivery mechanisms, and ensuring that learning is effective, applied and sustained.

We can offer mixed-methods training and competency development programmes ranging from 1-to-1 personal mentoring to team-based coaching, formal education (with accreditation), online learning and customised, in-house course development.



*"Having established a market among the Engineering community for a specific Asset Management for Engineers online course, the Woodhouse Academy was an obvious partner and were highly recommended."*

IET Project Editor

*"The collaboration between Woodhouse and the IET Academy has resulted in an excellent end product."*

Senior Commissioning Editor

## Identifying and prioritising the needs

Benefiting from over 20 years of experience in multiple industries, cultures, and environments, our Academy has developed pragmatic methods for identifying existing competency strengths and areas of potential improvement.

We have a structured approach that integrates the best aspects of the IAM Competences Framework with a context-sensitive appreciation of organisational priorities, functional roles, competency requirements, and their criticalities. And, like all of our services, our model and elements are extremely flexible so they can be integrated with existing human resource systems and competency frameworks e.g. technical skills or managerial/leadership frameworks.

We can help you to sort out the priorities and scale of needs, using robust and transparent methods for identifying the gaps and determining their criticality. This provides a solid platform for planning the professional development programs and measuring their effectiveness.

The development and delivery of the learning to close the most business-critical competency gaps is the most important stage. This prioritization ensures that investment in training yields the best return, and also provides the individual learner with the most useful new skills as quickly as possible.

We also consider the best methods for the required learning. The Woodhouse Academy is uniquely experienced in the design, development, customization, and delivery of 'blended learning' programs for Asset Management, including the vital culture change dimensions.

## Bespoke Courses

The Woodhouse Asset Management Academy provides extensive service in customizing courses and developing bespoke materials and we have extensive experience of bespoke course development.

The Woodhouse Asset Management Academy is also very experienced at customizing and building education programs that incorporate client material (e.g. case studies), house style or business processes. We can design and build courses jointly with the client or as an outsourced service provision – for classroom, online learning or 'train the trainer' delivery.

We have developed bespoke courses for:



(480,000 employees), we developed 18 learning modules, now rolled out in 9 languages in 21 countries.

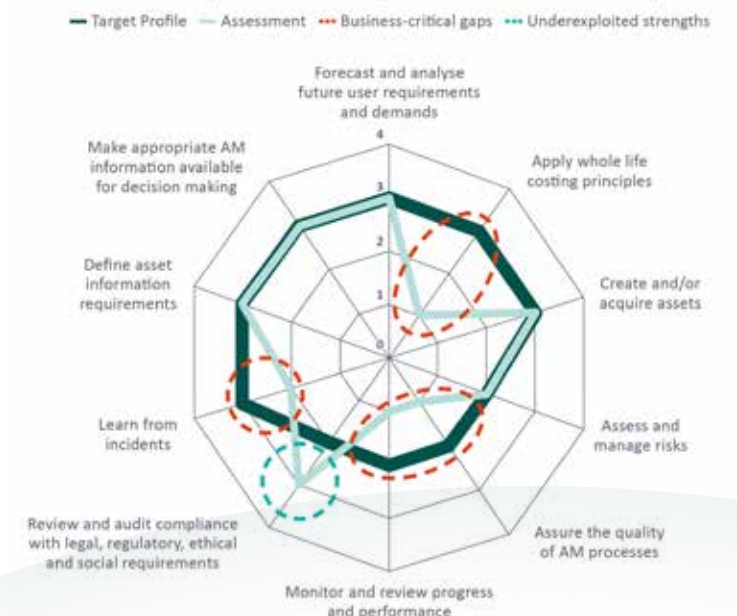


We developed 20 learning modules for their 2,000 sites worldwide, and similarly for Tetra Pak, in over 80 countries.



We developed and franchised ISO 55000 and Auditor training courses for British Standards Institution (BSI) worldwide.

## Competency targets and current assessment for a specific role (individual or team)



*"It is realistic to say that The Woodhouse Partnership are helping to shape the new discipline of industrial and infrastructure asset management. Their most significant attribute is their recognition of the vital roles that training and education play and the need to be alert to the behavioral factors that arise with real people in real organizational contexts."*



# Classroom Training Courses

The following courses are available as public courses, available for individual online booking and as inhouse courses for company cohorts.

Our tutors all have over 20 years' first-hand experience and long-standing reputations as authorities in their fields. You will always have direct access to real experts.





Our **Introduction to Asset Management course** provides a great foundation in understanding the basic concepts, language, and significant benefits organizations gain from an Asset Management approach. It also introduces the content and role of the International Standards for Asset Management (ISO 55000).

The course sets out the basis for adopting Asset Management best practice, what it entails, and the key determinants for success while enabling learners to see how Asset Management involves everyone in the organization and how their role may be directly or indirectly impacted.

The training is followed by a short Knowledge Test. Participants who successfully complete the Knowledge Test will be eligible for the IAM Foundation Award.

**The course covers the 5 modules of the IAM Foundation in Asset Management qualification:**

- What is Asset Management?
- Why is AM important?
- The scope of good practice AM
- Good practice AM: What does it look like?
- The Asset Management Journey

**Target participants**

The Course has been designed for anyone who requires a basic introduction to the concepts, language and benefits of asset management. The potential audience will include:

- New entrants to organizations (including trainees), who may go on to work in asset management roles.
- People moving within organizations to undertake their first asset management role.
- People who do not work in asset management roles, but support or interact with their organization’s asset management activities.
- People working in an organization’s supply chain, who provide the client organization with asset management services.
- People working in an organization’s supply chain, who support the asset management services provided to the client organization.

**Learning Outcomes**

- The Foundation Award is designed for a large, diverse audience who need a basic appreciation of what asset management is, and why it matters to organizations and their stakeholders.
- Participants who successfully complete the Knowledge Test will be eligible for the IAM Foundation Award.
- The training is intended to convey to delegates:
  - Basic asset management concepts, principles and terminology
  - The breadth of asset management activities
  - Characteristics of good practice asset management
  - Some commonly used techniques
  - The types of benefits organizations can realize
  - Potential next steps for individuals who wish to continue with their asset management Journey.
- The purpose of the training is to provide delegates with an appreciation of the topics in the syllabus. It is not intended that syllabus topics are covered in great depth.



This course provides an intensive coverage of the **principles and practice of Asset Management**. The content is aligned to PAS 55, ISO 55000, and to the Institute of Asset Management (IAM) competency framework, with a view to preparing students to pass the IAM Certificate in Asset Management examination. It is suited to practitioners with industrial or infrastructure asset management responsibilities, who can relate concepts to their work environment.

**The course covers the 5 modules of the IAM Certificate in Asset Management qualification:**

- Module 1:** The Principles of Asset Management
- Module 2:** Asset Management Policy, Strategy and Planning
- Module 3:** Managing Asset Life Cycle Decisions and Activities
- Module 4:** Assessing and Managing Asset Management Risks
- Module 5:** The Financial and Business Impact of Asset Management

The integration of asset whole life cycle management, linked to the broader business vision and strategy of the organization is stressed throughout. The course is delivered through intensive and interactive virtual classroom teaching with content reinforced with exercises and tests, supported by directed reading.

The course provides a well-rounded competency development and assurance stage for those who already have practical experience, or specialist knowledge, and who are now seeking a more comprehensive understanding.

**Target Participants**

Participants from organizations where the reliability, performance, and attendant risks of fixed assets have a significant impact on business performance will benefit most from this course. Typical roles include but are not limited to:

- Engineering and technical managers
- Project managers and engineers
- Operations managers and staff
- Maintenance managers and staff
- Facilities Managers
- EHS & quality managers and staff
- Procurement and supply chain
- IT & HR

This course is suitable for those who have 2+ years of industrial or asset-intensive work experience, and prior reading of IAM’s “Asset Management; an Anatomy” (free publication from the IAM).

**Learning Outcomes**

**At the end of this course the participant will be able to:**

- Contribute to the generation and implementation of an Asset Management policy, strategy, objectives, and plans.
- Participate in asset-related risk identification, analysis and management processes, and contingency planning.
- Understand the asset lifecycle and the role of appropriate tools to optimize the performance, risk, and cost of assets.
- 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 organization, and translate technical issues into business implications.

Successful participants may choose to go on to the IAM Diploma in Asset Management.





This deep-dive course provides intensive coverage of the **principles, practices, and application of Asset Management** for those seeking the IAM Diploma qualification in Asset Management. The curriculum covers all the required modules of the Diploma and is also aligned with asset management standards (PAS 55, ISO 55000) and the GFMAM Asset Management ‘Landscape’, with a view to preparing students to sit the IAM Diploma in Asset Management examination.

The course covers the 12 modules of the IAM Diploma in Asset Management qualification and allows for participants to commence from Module 1 or for those that have studied for the Certificate and feel confident in their retained knowledge of those modules to start at Module 7 (The IAM Diploma conversion course):

- Module 1:** The Principles of Asset Management
- Module 2:** Asset Management Policy, Strategy and Planning
- Module 3:** Managing Asset Life Cycle Decisions and Activities
- Module 4:** Assessing and Managing Asset Management Risks
- Module 5:** The Financial and Business Impact of Asset Management
- Module 6:** The Practices of Asset Management
- Module 7:** Asset Management Information & Knowledge
- Module 8:** Sustainable Asset Care & Performance Management
- Module 9:** Managing Change in Asset Management Systems & Capabilities
- Module 10:** Contractor & Supplier Management
- Module 11:** Demand Forecasting & Capital Expenditure Planning
- Module 12:** Methods for Realising Whole Live Value from Assets

## Target Participants

It is suited to experienced practitioners with industrial or infrastructure asset management responsibilities, who can relate concepts to their work environment. Participants who will benefit from this course include experienced professionals from many functions within asset intensive organisations, where the performance of physical assets has a significant impact on organisational performance

- Engineering and technical managers
- Operations managers and staff
- Maintenance managers and staff
- Facilities managers
- EHS and quality managers and staff
- Finance managers
- Procurement and supply chain
- IT and HR
- Project managers and engineers

## Learning Outcomes

At the end of this course the participant will be able to:

- Contribute to the generation and implementation of an Asset Management policy, strategy, objectives, and plans.
- Participate in asset-related risk identification, analysis and management processes, and contingency planning.
- Understand the asset lifecycle and the role of appropriate tools to optimize 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 organization, and translate technical issues into business implications
- Contribute more effectively to change management, continual improvement, and cultural development.
- Influence decisions and the performance of the organization with a business centered approach to Asset Management

## Delivered through

**Classroom/Virtual Classroom**  
26 x 2 hours or 9 days training  
Recommended reading, Module exercises and practice questions

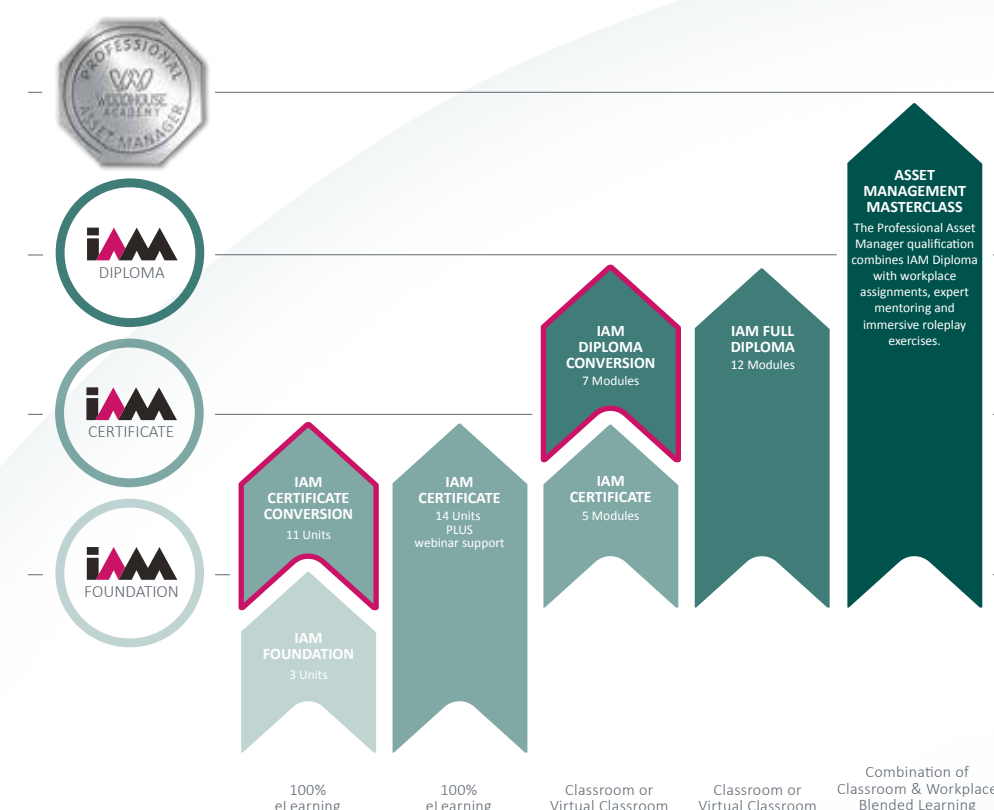


## Conversion Courses

### What are conversion courses?

Conversion courses offer students the opportunity to attain the next level qualification by providing the additional training modules, omitting the need to participate in earlier training for a second time. Suited to those who have recently completed the initial training and those who feel confident in their abilities to omit the previous modules.

Learners who have already completed the IAM Foundation Award Course or the IAM Certificate Course may upgrade their qualifications by purchasing the additional modules required.



### IAM Foundation to IAM Certificate

This eLearning course is for learners who have already completed the IAM Foundation Award Course.

The Course provides the additional 11 units required for full coverage of the IAM's Competencies Framework and the 39 subjects of the Asset Management Landscape published by the Global Forum for Maintenance and Asset Management (GFMAM).

It is therefore a perfect way to build on the learning from the IAM Foundation Award Course in preparation for the IAM's Certificate exam and gaining their highly respected qualification.

**NB:** the IAM Certificate conversion course is available via eLearning

### IAM Certificate to IAM Diploma

This course is for learners who have already completed or the IAM Certificate Course or attained the IAM Certificate qualification.

As the 5 modules of the IAM Certificate form Part 1 of the IAM Diploma training course, learners can attend just Part 2 (the second week) of the full Diploma course covering Modules 7 -12 providing a perfect way to build on the learning from the IAM Certificate in preparation for the IAM's Diploma exam and gaining their most advanced qualification.

**NB:** the IAM Diploma Conversion Course is available via Virtual Classroom/Classroom participation only.

# Developing & Maintaining a Strategic Asset Management Plan (SAMP)

Creating a meaningful **Asset Management Strategy** (also known as a Strategic Asset Management Plan or SAMP) is both a vital task and a challenge to establish clear direction, priorities, coordinated initiatives and consensus. Where do you start? How detailed do you need to be? What ‘strategic’ horizons are suitable? Who should be involved? How do you make it realistic and implementable?

The course introduces the concepts, roles, and benefits of a SAMP. It shows how such a Strategy achieves the essential alignment between (top-down) organizational objectives and stakeholder requirements, with the (bottom-up) realities of assets and asset management capabilities. Every SAMP is unique, due to the individual nature of each organization’s asset portfolio, operating context, and expectations of its stakeholders. This course explains how to develop and customize a SAMP to be organization-specific. It also shows how this process can be used effectively to engage all disciplines and achieve consensus about goals, priorities and responsibilities for delivery.

## Course Contents

- Strategic thinking in Asset Management
- Policy, Strategy and Plans: what goes where?
- Role of a SAMP within a Management System
- Typical contents of a SAMP
- The SAMP development process
- Using and maintaining your SAMP
- Communication, consensus and commitment
- Course summary and assessment

## Target participants

This course is for anyone responsible for any aspect of strategic planning, or anyone who wishes to understand the role of a Strategic Asset Management Plan, how best to develop, maintain and use one.

## Learning outcomes

At the end of this course the participant will be able to:

- Understand and describe the role and purpose of a SAMP
- Explain the alignment of strategic asset management plans and objectives to organizational objectives and stakeholder expectations
- Plan how to develop an effective and context-suitable SAMP.
- Identify the requirements for information and its sources
- Identify the cross-disciplinary contributors to developing a SAMP
- Plan how to maintain and update a SAMP so that it is always relevant and useful

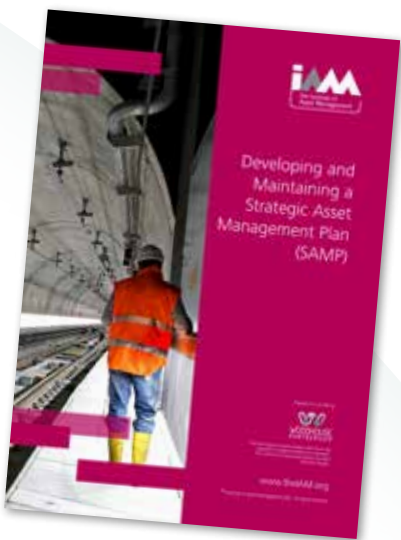
## Delivered through

### Classroom/Virtual Classroom

1 Day  
Interactive workshop  
Training materials

### Bespoke Training

1 Day Inhouse  
Tailored to Organisation  
Interactive workshop



## FREE Guide

In addition to the training materials, each participant will receive a free copy of the IAM guidebook ‘Developing and Maintaining a Strategic Asset Management Plan (SAMP)’.

# Beyond Competence: How to achieve the Asset Management Standard of Excellence

The existing **IAM Maturity model for asset management** recognizes that there are big differences between the convergent phase to establish competence and higher levels that personalize and optimize the value opportunities. The IAM 6-box model offers useful coverage and structure to attain the Maturity Standard of “Competence”.

However, to attain “Excellence” is highly context-dependent and continually changing. The new 10-box model has been introduced to encourage a wider and more holistic consideration of context-specific capabilities and performance.

This course introduces the case for excellence and why reaching the higher levels of maturity requires different skills and an expanded view of asset management practices and integration.

## Delivered through

### Classroom/Virtual Classroom

1 Day / Class size 15  
Interactive workshop  
Training materials

### Bespoke Training

1 Day Inhouse  
Tailored to Organisation  
Interactive workshop



## Course Contents

- The workshops will show why the 10-box model was developed.
- It will show how the 10-box model can help organisations go beyond ISO 55000 to the optimum degree of sustainable value.
- There will be practical insights into the updates and changes made to the existing model and how these can be applied by the individual to their organization to reach asset management Excellence.
- It will include how to recognize what this means in their circumstances and the business case (or value opportunity) for delivering it.

## Learning outcomes

- An understanding and the ability to describe the new 10 box model and its purpose within an organisation trying to achieve asset management excellence.
- To be able to recognize the deliverables required for an organization seeking the excellent standard to demonstrate that it is achieving the performance it set out to deliver and the added value that is being realized.
- An understanding of how to generate stakeholder engagement and align the excellent standard within an organization’s long-term strategy and objectives.
- An understanding of how to plan the implementation of the 10-box model within the Organization’s Strategic Asset Management Plan (SAMP).



# ISO 55001 Gap Closure & Developing an Asset Management System

This course is for those wishing to understand how to interpret and apply an **Asset Management System conforming to ISO 55001** in their business.

Offering a brief introduction to ISO 55001 and management systems, this course introduces the concept of the ‘corporate journey’ and the use of an ‘asset management system’ as a framework for applying good practice. It delivers practical guidance on how to develop practical solutions for applying asset management in your business. Candidates will be provided with a copy of The Institute of Asset Management (IAM) System Application Guide which was developed by a cross-organizational team of experienced practitioners from multiple organizations and provides detailed support and further reading (more than 100 pages).

## Delivered through

**Classroom/Virtual Classroom**  
1 day / 2 half days sessions  
Interactive workshop  
Training materials

**Bespoke Training**  
1 Day Inhouse  
Tailored to Organisation  
Interactive workshop

Unrivalled  
Woodhouse Academy  
expert tutorial  
team

Interactive  
Workshop

Understand how  
a AMS confirming to  
ISO55001 can be  
applied in you  
business

## Course Contents

- A brief introduction to ISO 55001 and management systems.
- Introduces the concept of the ‘corporate journey’.
- Using ‘asset management system’ as a framework for applying good practice.
- Practical guidance on how to develop practical solutions for applying asset management in your business.

## Target participants

This course is for those wishing to understand how to interpret and apply a management system conforming to ISO 55001 in their business.

## Learning outcomes

Upon completion of this course, delegates will:

- Understand the concepts and development of a management system for asset management
- Understand the concepts of the corporate asset management journey
- Be able to contribute to the development and application of an asset management system (AMS) in an organization



## FREE Guide

In addition to the training materials, each participant will receive a free copy of the IAM guidebook ‘Implementing and improving a Management System for Asset Management’.

# Optimized Valued-based Decision-making

Methods, tools, skills, and processes for optimizing cost, risk, performance, and sustainability

The course will give participants a grounding in the **principles and practices of optimal, value-based decision-making in asset management**. The course covers the full range of decisions encountered over the whole asset life cycle, ranging from capital investments to operating and maintenance optimisation, project justifications and optimal timings, asset renewal decisions, spares, shutdown strategies and total portfolio/programme optimization.

Participants will learn how to make decisions under great uncertainty, handle trade-offs and make a business case for risk-based asset interventions. Very importantly, it also tackles the psychological aspects of decision-makers and stakeholders, to ensure that correct understanding and consensus is achieved about the best value options.

Unrivalled  
Woodhouse Academy  
expert tutorial  
team

Interactive  
Workshop

Understand optimal,  
value based decision  
making in asset  
management

## Course Contents

- What are asset management decisions?
- Essential elements of a Decision-Making Framework
- Best practices research and case studies
- Different methods for different types of decision
- The people dimension

## Learning outcomes

Students will understand the factors, processes, and governance needed to ensure that asset management decisions are made in a robust and consistent way, appropriate to the organization and based on value-for-money. They will recognize the opportunities, constraints, information requirements, and consensus-building skills needed to establish a decision-making framework in their own organization. And they will recognize, and be able to explain, the scale of business benefits that are available from improving asset management decision-making.

## Delivered through

**Classroom/Virtual Classroom**  
1 Day / Class size 15  
Interactive workshop  
Training materials

**Bespoke Training**  
1 Day Inhouse  
Tailored to Organisation  
Interactive workshop

## Special insights

This course includes leading-edge research into best practices in asset management decision-making. It will teach participants how to correctly handle risk and uncertainty, how to quantify the value of ‘intangibles’ such as reputation and sustainability, how to handle trade-offs, and find the optimal timing for asset interventions (e.g. inspections, maintenance, shutdowns, or capital investments). It will also show how different methods and tools for decision support are suited to different types of decisions, with different levels of complexity and criticality.

## Target Participants

This course is applicable to:

- Middle and Senior managers
- Department heads and team leaders
- Projects, Maintenance and Procurement planners/managers
- Engineering, operations, process and production staff
- Innovators, investment planners & best practice facilitators



# Asset Management Masterclass

The following course provides the subject matter understanding, practical insights, and qualifications expected of modern senior managers in any asset-intensive organization.

Acquire a broad understanding of the complex and multifaceted, cross-disciplinary role of asset management







The Asset Management Masterclass provides the subject matter understanding, practical insights, and qualifications expected of modern senior managers in any asset-intensive organization. The course is suited to anyone with or moving into, **leadership, strategic planning, or asset portfolio responsibility.**

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 program can be delivered in-house for an organization developing a group of asset management experts.



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.

Stage 1: Advanced Asset Management: 5-day residential classroom module

- 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-centered appreciation of Asset Management and will be better able to influence decisions and the performance of the organization. The course is cross-disciplinary and helps to foster effective team-working and to break down departmental silos.

Delivered through

**Classroom learning**  
A five-day residential training course, covering the 39 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.

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 are 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.

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 are 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 Master’s 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 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.

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

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

# elearning

**Distance learning, eLearning and online coaching from The Woodhouse Asset Management Academy** supports education, training and professional development around the world.

*Flexible learning with an unrivaled portfolio of short courses, Asset Management training courses and subject specific individual modules.*







Distance learning, eLearning and online coaching from The Woodhouse Asset Management Academy, **supports education, training and professional development** around the world.

We understand the needs of the individuals and organizations we work for. Our asset management online training courses have been designed and developed by experienced industry-leading asset management professionals.

Explore more below or head directly to our online training portal:  
**[www.assetmanagement.online](http://www.assetmanagement.online)**

We have a proven track record of over 20 years and an unrivalled portfolio of short courses, IAM training courses and subject specific individual modules. The following are all available online at our eLearning store:

**Advance Asset Management Modules**

**Developing a Strategic Asset Management Plan (SAMP)**

The SAMP is essentially a planning tool that clarifies intentions, priorities and certain practices that will be adopted. With Diploma level content, this module is designed to give you a detailed view of

what a SAMP is, why it is important to have one, and how to create and maintain one that is effective for your specific organization.

**Asset Information Management**

This module explores the complex landscape of asset information and knowledge. It covers the purpose, value and elements of an Asset Information Management Policy, Strategy and System, and

the factors which determine information requirements and quality in order to effectively support asset management and decision-making.

**IAM Foundation, Certificate and Subject-Specific Modules**

**IAM Foundation Award Course**

This course provides a great foundation in understanding the basic concepts, language, and significant benefits organisations gain from an Asset Management (AM) approach. It also introduces the content and role of the International Standards for AM (ISO 55000).

This Course contains three parts; 3 Units + 1 Recommended Reading Text + 1 Knowledge Test. The reading section must be acknowledged as complete before the Knowledge Test can be accessed and completed.

- **Equivalent to 5 CPD credits**

**IAM Certificate Conversion Course with optional expert led webinar**

This course is for learners who have already completed the IAM Foundation Award Course or the Asset Management Introduction Course.

It is, therefore, a perfect way to build on the learning from the IAM Foundation Award Course in preparation for the IAM’s exam.

The Course provides the additional 11 modules required for full coverage of the IAM’s Competencies Framework and the 39 subjects of the Asset Management Landscape published by the Global Forum for Maintenance and Asset Management (GFMAM).

This IAM Certificate Conversion course has the option to include expert led live webinar support

- **Equivalent to 20 CPD credits**

**IAM Certificate course with optional Expert-led webinar**

This 14 module Course provides insight into the fast-developing discipline of Asset Management. Designed by world-leading experts, it provides coverage of the IAM’s Certificate in Asset Management qualification and the 39 subjects of the Asset Management Landscape published by the Global Forum for Maintenance and Asset Management (GFMAM).

It is therefore a fast and flexible way of preparing for the IAM’s Certificate exam.

This IAM Certificate course has the option to include expert led live webinar support.

- **Equivalent to 25 CPD credits**

**Subject specific individual modules**

The following subjects are all available to purchase as individual modules allowing you to study specific areas of Asset Management:

- Introduction to Asset Management
- Introduction to ISO 55000
- Benefits of Asset Management
- Risk and Risk Management
- Organisational Context and Stakeholder Expectations
- Scope of the Asset Management System
- Asset Management Planning
- Asset Management Policy, Strategy, Demand Analysis & Objectives
- Asset Information
- Asset Management Decision Making
- Leadership, Organisation & People
- Asset & Asset Management System Performance
- Life cycle activities Part 1
- Life cycle activities Part 2



Our interactive e-learning modules can be accessed on any Smart device (phone, tablet, laptop or desktop).



# WOODHOUSE ALUMNI COMMUNITY

## Welcome to Woodhouse Alumni Community

**Our network has been building for almost 30 years;** and it is our pleasure to offer all participants on our training courses membership of our Woodhouse Alumni Community.

Wherever in the world you may be, and however far into your asset management journey you are, this community has been created to help you stay connected with your peers, Woodhouse tutors & experts, and others embarking on the learning journey.

You will also be able to take advantage of exclusive offers and events designed to broaden your asset management knowledge and exposure to real world challenges and solutions.



### Woodhouse Academy

**The hub for all Academy courses.**

Engage with course delegates, your tutor during and after courses; and stay on top of courses to support your career pathway.



### DST Users

**A community for Decision Support Tools' users.**

This space is designed for users to engage with each other, with the technical team and to continue to improve the user experience.



### Alumni Week Events

**Bi-annual, expertly-curated seminars.**

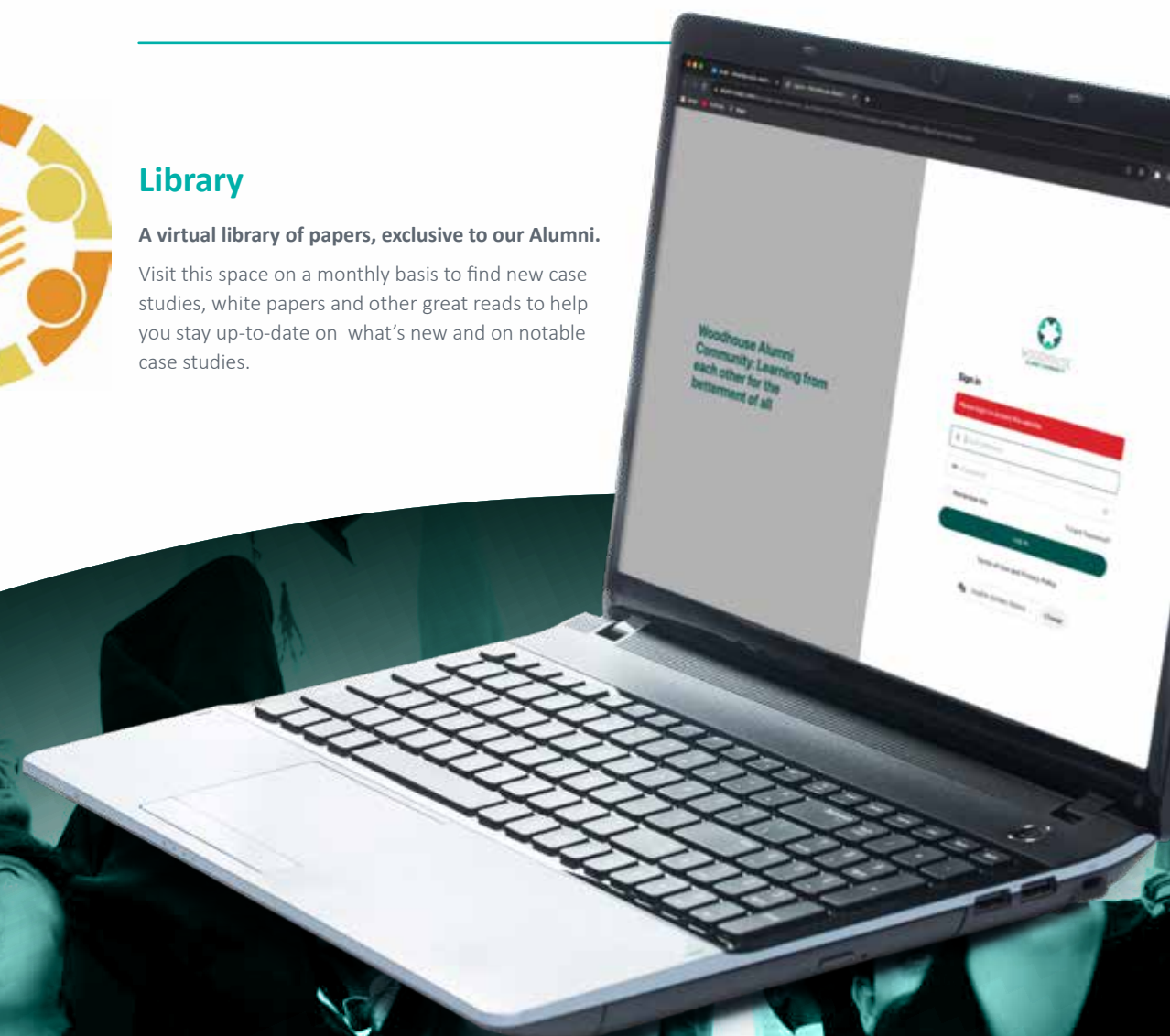
Engage with industry experts and expand your exposure to real-life examples and to new subject-matter topics and discussions.



### Library

**A virtual library of papers, exclusive to our Alumni.**

Visit this space on a monthly basis to find new case studies, white papers and other great reads to help you stay up-to-date on what's new and on notable case studies.







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**[www.assetmanagementacademy.com](http://www.assetmanagementacademy.com)**

