

CATEGORY MANAGEMENT

2-Day Intensive Training Workshop

A 2-day intensive Category Management course aimed at providing a good degree of introduction to key stakeholders and junior practitioners. The course is structured around the 5i[®] Category Management process (or can be customized around your company-specific process) with the main emphasis on all the activities leading up to defining a game-changing sourcing strategy. The course includes an introduction to Category Management with an exploration of the key principles as well as some in-depth work on a selection of key tools from the process.

This course helps enable and equip your practitioners to deliver significant business benefits around reduced price and cost, reduced supply base risk and to unlock innovation and greater value for your most important categories of spend.

Our experienced trainers bring the training to life using a combination of inspirational tuition, facilitated debate, group work and case studies. There are options for delegates to work on their own categories in break out sessions or gain the learning by working through a selection of carefully selected case studies based upon real life examples.

This course is suitable for:

- ▶ Procurement professionals
- ▶ Junior or developing buyers
- ▶ Purchasing managers
- ▶ Purchasing leadership teams
- ▶ Stakeholders who are to support or be part of category teams

You may also be interested in:

- ▶ **5i Online** – Business results come through turning training into action, and practitioners will need access to the Category Management tools, templates and even refresher training. 5i Online is a subscription based online tool that provides your team with the complete and regularly updated suite of category management support tools. Available on an annual subscription basis with significant discounts for if purchased with classroom training.
- ▶ **Category Management in Purchasing** by Jonathan O'Brien – A best selling book in its class that has helped tens of thousands of practitioners around the world to understand and apply Category Management. We can provide copies of this book at a discounted rate to delegates to support the training. The author is also available to lead some courses.
- ▶ **Governance** – Realize game changing benefits in your organization by making Category Management 'the way we buy'. We can help drive in the governance framework necessary to make Category Management a highly successful contributor to business success. We will work with your senior team to implement approaches around category segmentation and prioritization, project planning and reviews, benefits tracking, capability development and internal communications.

We charge per event based on a maximum of 20 delegates. Our fees include trainers, travel time (within the EU or US), preparation, basic customization and standard course hand-outs but exclude venue and facilities hire, reasonable expenses and VAT/sales tax where applicable. Certain locations are subject to fees for additional travel time (although our global network of staff means we have most major locations covered). Unless otherwise agreed, all intellectual property used in training or in hand-outs remains the property of Positive Purchasing Ltd and is provided on the basis that it is for use by the delegate who attends the training event in the course of their work for the company who engages us. Unless otherwise agreed, no electronic versions of the training materials will be provided. Making copies of, transmitting or distribution of any Positive Purchasing training materials is strictly forbidden unless we have provided a license to do so. The client is responsible for the provision of the training venue, delegate invitations, logistics and any equipment (as per our specification available upon request). We will supply a summary of course evaluations and feedback post event. Our payment terms are strictly 30 days from receipt of invoice.

Course Content

- ▶ Introduction to Category Management
- ▶ The STP (Situation, Target, Proposal) tool
- ▶ Cross-functional teams and team formation/ project kick off
- ▶ Stakeholder Mapping and Communication Planning
- ▶ Business Requirements definition and prioritisation
- ▶ Determining sources of value
- ▶ Early insights into category using Day One Analysis
- ▶ Quick Wins and Opportunity Analysis
- ▶ Supplier Conditioning
- ▶ Data Gathering (internal, supplier and market)
- ▶ Getting behind suppliers' price
- ▶ External environment analysis using PESTLE and Porter's Five Forces
- ▶ Strategy development using Portfolio Analysis/ Kraljic Analysis and Supplier Preferencing
- ▶ Summarizing all the analysis and findings using SWOT
- ▶ Source Plan/sourcing strategy development and approval
- ▶ Introduction to Implementation Planning, Project and Change Management

Learning Objectives

By the end of this course delegates will be able to:

- ▶ Describe what Category Management is and how it adds value
- ▶ Explain the key steps of the process and determine which tools to apply for each category
- ▶ Participate in a cross-functional team
- ▶ Define business requirements for a category
- ▶ Begin to analyze a category and develop a breakthrough category strategy
- ▶ Support the creation of a source plan or category strategy
- ▶ Participate in category projects on-going

What You Will Get

This training is delivered by two highly experienced procurement experts and can be delivered exclusively for your company at almost any location worldwide.

Different language options are available, and a summary of course evaluations and feedback will be provided after the training.

Delegates will receive:

- ▶ Full colour 5i training workbook containing summary of content from the 2 days
- ▶ Laminated 5i Category Management process
- ▶ Copies of all case studies and group work exercises
- ▶ A certificate for all delegates who complete the course