

CATEGORY MANAGEMENT

3-Day Training Workshop

A 3-day Category Management course aimed at experienced or developing purchasing staff and potentially some key stakeholders. The course covers all aspects of our 5i® Category Management process (or can be customized around your company-specific process).

This course enables and fully equips 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.

This is our most popular course and is essential for any company embarking on, or attempting to re-establish, a Category Management program. Our experienced trainers bring the training to life using a combination of inspirational tuition, facilitated debate, group work and case studies. We can customize the course as needed and, if required, we can combine training with supported working sessions for delegates to work on their own categories, creating key outputs from the workshop.

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 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
- ▶ Achieving breakthrough results and managing change
- ▶ The STP (Situation, Target, Proposal) tool
- ▶ Cross-functional teams and team formation/ project kick off
- ▶ Stakeholder Mapping and Communication Planning
- ▶ Business Requirements definition and prioritization
- ▶ Determining how to secure value (Value Levers)
- ▶ Early insights into category using Day One Analysis
- ▶ Quick Wins and Opportunity Analysis
- ▶ Supplier Conditioning
- ▶ Planning the category project
- ▶ Data Gathering (internal, supplier and market)
- ▶ Getting behind suppliers price using price model and purchase price cost analysis
- ▶ Supply Chain Value Mapping
- ▶ 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
- ▶ Strategic sourcing options generation and evaluation
- ▶ Source Plan/sourcing strategy development and approval
- ▶ Risk and contingency planning
- ▶ Detailed implementation planning and project management
- ▶ Planning the negotiation (high-level introduction)
- ▶ Managing the supplier and the new arrangements (high-level introduction)
- ▶ Introduction to continuous improvement and the on-going attraction of breakthrough and innovation

Learning Objectives

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

- ▶ Describe what Category Management is and how it adds value
- ▶ Apply Category Management to key areas of spend
- ▶ Explain the key steps of the process and determine which tools to apply for each category
- ▶ Establish a cross-functional team and engage the business
- ▶ Define business requirements for a category
- ▶ Analyze a category and develop a breakthrough category strategy
- ▶ Create a source plan or category strategy
- ▶ Develop a detailed implementation plan
- ▶ Manage implementation and apply change management principles
- ▶ Describe how to develop contractual terms to align with the category strategy
- ▶ Begin to implement suitable arrangements for supplier management
- ▶ Manage the category on-going
- ▶ Determine when to restart the category management process

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 3 days
- ▶ Laminated 5i Category Management process
- ▶ 5i poster-sized process
- ▶ Copies of all case studies and group work exercises, plus certificate of completion