

CATEGORY MANAGEMENT

Category Segmentation & Opportunity Analysis Workshop

A 1-day or 2-day facilitated workshop to identify and prioritize the categories the organization will pursue in order to secure the optimum value and advantage. Designed to maximize the impact by utilizing the knowledge and insight of key individuals within the company with experience of the organization's current spend and suppliers, this workshop provides a guided journey to structuring a new strategic roadmap for the short to medium term.

The workshop is designed to be run with typically 5-7 of your most senior or experienced individuals equipped with, if possible, any spend data you might have together with a knowledge of what the company is trying to achieve. Initially the workshop takes the team through a carefully facilitated process to determine or validate category scope and definitions to create a discrete list of market facing categories and the level at which categories will be worked on. Using our multi-dimensional category opportunity analysis tool, the agreed categories are systematically evaluated to determine and agree those that have the potential to contribute the greatest value and what might be required to realize this. Finally we identify the priorities for action and agree a short to medium term roadmap.

The facilitated Category Segmentation & Opportunity Analysis workshop can deliver exceptional results and provide impactful strategic direction and planning in just one or two days. With the right people assembled and some good basic data, this single workshop can achieve the same or better results as entire big programs of work by large consulting firms. Category segmentation and opportunity analysis is typically deployed as part of a wider governance approach. Workshop duration as agreed and according to specific objectives or scale of work involved.

This workshop is suitable for:

- CPOs and senior teams attempting to identify future category structure and priorities
- Experienced procurement practitioners with knowledge of the organization, current categories of spend and key suppliers

You may also be interested in:

- **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.
- **Procleus®** – The complete online strategic procurement academy, toolkit and resource centre for purchasing professionals. Our unique Procleus digital platform enables global procurement teams to deliver remarkable benefits and unlock significant potential from the supply base. Featuring an extensive library of digital learning modules, individual competency assessment and managed learning programs alongside the complete suite of processes, tools, templates and resources for procurement and negotiation.
- **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.

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.

Workshop Content

- Clarification of business mission, aims and objectives and how these translate to procurement
- Determination/validation of overall category structure and individual 'market facing' scope and category definitions
- Multi-dimensional opportunity analysis to determine the value potential across all selected categories
- Prioritization against required business results
- Determination of short/medium term roadmap

Workshop Objectives and Deliverables

By the end of this workshop, key outputs will be:

- Agreed category list and structure including the level at which we will work
- Prioritized category opportunity analysis
- Roadmap of categories to work on short to medium term

What You Will Get

This workshop will be delivered by a senior experienced procurement expert with specialist capability in helping organizations determine procurement strategy and category frameworks/roadmaps.

Delegates will receive:

- The outputs of sessions developed during the workshop
- Licensed copy of the opportunity analysis tool (license for the company to use ongoing but not to modify or sell on)