

CATEGORY MANAGEMENT

Advanced Course



An advanced 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.

This course enables and fully equips you 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 anyone 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 group work and case studies.

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:

- **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 5i suite of processes, tools, templates and resources for procurement and negotiation.
- **Category Management Master Practitioner program** – A managed Talent Development Program over 6+ months including initial competency assessment and interview, advanced course (classroom OR live online), self-managed elearning and personal coaching. Includes a Procleus subscription.
- **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.
- **Category Determination, Segmentation, Opportunity Analysis and Governance** – Tailored workshops to help you successfully implement category management and realize game changing benefits in your organization. We will work with your senior team to help identify, segment and prioritize the categories you will work on. We can also help you establish the governance necessary to make category management a highly successful contributor to business success. This includes helping you to structure your team, program planning, capability development, benefits tracking and reporting, and internal communications.
- **In-house courses** – This course can also be delivered exclusively for your company at almost any location worldwide. We charge per event based on a maximum of 20 delegates. Course contents are modular, customizable and adaptable to meet your organization's specific requirements. Different language options are also available.

Positive Purchasing Terms and Conditions for Public Training Courses, incorporating License Agreement for online platforms where access is provided, apply. A copy is available upon request. For classroom events, unless stated otherwise in the course prospectus, our fees (which are exclusive of VAT) include the cost of the training venue and refreshments, including lunch, during the training day. They do not include other meals, delegate travel costs or the cost of delegate accommodation which are your responsibility. 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 a personal capacity or in the course of their work for the corporate entity which has made the booking. 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. Our payment terms are strictly 15 days from receipt of invoice.

Course Content

Understanding Category Management

- Introduction to Category Management and defining our category
- Achieving breakthrough results
- The STP (Situation, Target, Proposal) tool
- Planning and kicking-off the category project

Cross-functional working and engaging the business

- Cross-functional teams and effective team formation
- Stakeholder Mapping and Communication Planning
- Quick Wins and Opportunity Analysis

First insights and business requirements

- Early insights into category using Day One Analysis
- Determining how to secure value (Value Levers)
- Business Requirements definition and prioritization
- Supplier Conditioning
- Data Gathering (internal, supplier and market)

Gaining insight into the category

- Getting behind suppliers price using price model
- Purchase price cost analysis (analyzing 'should cost')
- External environment analysis using PESTLE and Porter's Five Forces

Developing the category strategy

- 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/strategy development and approval

Implementing the category strategy

- Risk and contingency planning
- Detailed implementation planning and project management
- What next - managing the supplier and ongoing attraction of breakthrough and innovation

Learning Objectives

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

- Describe what Category Management is, how it adds value and apply it to key spend areas
- Explain the key steps of the process and determine which tools to apply
- 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 course is delivered by procurement expert Jonathan O'Brien, either live online as a series of six workshops, or as a 3-day classroom event.

Delegates will receive:

- Full colour 5i training workbook
- Laminated 5i processes
- Copies of all case studies and group work exercises
- A copy of the book, Category Management in Purchasing, by Jonathan O'Brien
- Summary of course evaluations and feedback
- A certificate for all delegates who complete the course
- A 3-month subscription to Procleus - the complete online strategic procurement academy, toolkit and resource centre for purchasing professionals.