

# CATEGORY MANAGEMENT

Category Determination, Segmentation, Opportunity Analysis and Governance Workshops



A facilitated series of workshops designed specifically for your organization to determine, identify and prioritize the categories the organization will pursue in order to secure the optimum value and advantage, and to put the required governance in place for success. 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 program comprises a series of workshops tailored specifically to respond to your organizational situation and goals:

**Defining, segmenting and prioritizing categories** - 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 programs of work by large consulting firms. Category segmentation and opportunity analysis is typically deployed as part of a wider governance approach. Workshop duration is as agreed and according to specific objectives or scale of work involved.

**Determining and putting in place governance** - Designed to be run with those in leadership positions on your most senior staff, we work through the different dimensions of the governance required to enable and make category management a success using our proven 5P approach. These workshops enable you to develop the primary outputs and arrangements needed to implement category management, including a full roadmap for the next 18 months.

## This workshop is suitable for:

- CPO's 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:

- **Procleus®** – A complete online platform to enable global procurement teams to unlock significant potential from the supply base. Featuring digital learning and a suite of processes, tools and templates 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.

We charge per program or event based on an agreed number of workshops and number of attendees. Our fees include our consultant time, any travel time (within the EU or US), preparation, basic customization and provision of outputs, but exclude any venue and facilities hire and reasonable expenses for any workshop run in-person, 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 pre-existing intellectual property used in the workshop 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 workshop in the course of their work for the company who engages us. Making copies of, transmitting externally, or distribution of any Positive Purchasing materials outside of this is strictly forbidden, except where we specifically provide a company-wide usage license where the materials may be used by the employees of that company, but may not be sold on or transferred externally. For in-person events, 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 workshop evaluations and feedback post event. Our payment terms are strictly 30 days from receipt of invoice.

## Workshop Content

### Multi-workshop program to cover the following core working sessions:

- 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 governance required for success
- 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
- Governance set up plan and program roadmap

## 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. It can be delivered either live online as a series of workshops or as a 3-5 day classroom event, exclusively for your company at almost any location worldwide.

Delegates will receive:

- The outputs of sessions developed during the workshop
- Licensed copy of the opportunity analysis tool and 5P process (license for the company to use ongoing but not to modify or sell on)