

## CATEGORY MANAGEMENT

### Intensive Course



An 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<sup>®</sup> 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 to 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:

- **Procleus<sup>®</sup>** – 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 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.

We charge per program or event based on a maximum of 20 delegates for classroom events or 30 for our online programs (depending upon the degree of live online facilitation for breakouts selected). Our fees include trainers, any travel time (within the EU or US), preparation, basic customization and standard course hand-outs (provided in-person or mailed out to delegates for online programs) but exclude venue and facilities hire, reasonable expenses for classroom events 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. For classroom 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 course evaluations and feedback post event. Our payment terms are strictly 30 days from receipt of invoice.

## Course Content

### Introduction to Category Management

- Introduction to Category Management
- The STP (Situation, Target, Proposal) tool
- Cross-functional teams and team formation/ project kick-off
- Stakeholder Mapping and Communication Planning

### Determining business requirements and sources of value

- Business Requirements definition and prioritization
- Determining sources of value
- Early insights into category using Day One Analysis
- Quick Wins and Opportunity Analysis

### Gaining insight

- Supplier Conditioning
- Data Gathering (internal, supplier and market)
- Getting behind suppliers' price
- External environment analysis using PESTLE and Porter's Five Forces

### Determining the category strategy

- 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 ongoing

## What You Will Get

This training is delivered by highly experienced procurement experts and can be delivered either live online as a series of workshops, as a 2-day classroom event, or a combination of the two, 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
- Laminated 5i Category Management process
- Copies of all case studies and group work exercises
- A certificate for all delegates who complete the course
- A 3-month subscription to Procleus (online courses only)