

# CATEGORY MANAGEMENT

## Executive Team Essentials Course



ONLINE TRAINING



CLASSROOM TRAINING

A half-day specialist high-level Category Management course aimed at senior management and executive teams in companies implementing Category Management or contemplating implementing the approach. Delivered by a partner-level specialist as an interactive workshop, it combines an exploration of the principles of Category Management (including a taster of some key tools) with working sessions to relate the process to the organization. These working sessions are invaluable in terms of helping senior individuals understand and embrace their role to support the process.

This course will galvanize the senior support necessary to realize 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 standard executive team essentials course is half a day, however, as with all our workshops this is flexible and we can adapt the agenda and content to suit. Delegates receive a copy of materials used and a 5i® (or company-specific) process.

### This course is suitable for:

- Senior procurement individuals
- Senior stakeholders
- Executive-level individuals

### You may also be interested in:

- [Proclues®](#) – The complete online strategic procurement academy, toolkit and resource centre for purchasing professionals. Our unique Proclues 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.
- [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

- Procurement as a contributor of real value and building competitive advantage
- What best practice procurement looks like - what mature organisations are doing
- Introduction to Category Management (foundations, pillars and phases)
- The breakthrough benefit possible
- Exploring the Category Management toolkit
- How suppliers gain advantage including a taster session exploring one analytical tool
- Making Category Management a success in the organisation including governance required
- The role of senior teams to support Category Management

## Learning Objectives

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

- Describe what Category Management is and how it adds value to the organization
- Describe why Category Management is an essential business process
- Describe the key principles and stages of Category Management
- Put in place the appropriate governance approach to enable Category Management
- Play a key role to enable and support the process and realization of benefits

## What You Will Get

This training is delivered by a highly experienced procurement expert and is delivered as a 2-3 hour course, either as a live online workshop or classroom event, 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 workbook containing summary of topics covered
- Laminated 5i Category Management process
- A certificate for all delegates who complete the course