



Category Management Training Workshop

Synopsis

This two-day Category Management workshop aims to redefine the concept of Category Management as a holistic tool for identifying and delivering significantly enhanced value from an organisation's spend and most important supplier relationships.

Focusing on strategic approaches to Category Management, participants are elevated above the traditional process and sourcing-centric models to develop the thinking skills and enhanced strategic/commercial awareness required for effective Category Management.

Objectives

The objectives of this training workshop are for participants to:

- Develop a shared understanding of Category Management and the ways that it can create value
- Understand and develop the skills and behaviours required for great Category Management
- Learn how to build a high performance fact-base in less time
- Learn how to create and communicate a winning Category Strategy
- Understand the types of strategies that can be used to deliver and sustain the value identified in the Category Strategy
- Understand the overall structure of the current Category Management process and how high-performance Category Management fits within this framework, and
- Identify the key enablers (both personal and organisational) that should be implemented to embed enhanced Category Management capability.

Outcomes

As a result of this workshop participants will:

- Develop and document the strategies for their spend categories in a broadly consistent manner
- Identify additional sources of business value that are recognised by their business stakeholders
- Use a broader range of strategies to deliver extra value from their spend categories
- Display enhanced professional skills that encourage and support the development of stronger relationships with stakeholders
- Be sought out by their stakeholders to help solve business problems and input into business strategies, and
- Be recognised as commercial leaders within the business.

