



Strategic Planning and Asset Management for Operational Excellence in the Metals and Materials Industry

S. Bradley Peterson

Short Course: 27 Nov 2011, Fiesta Americana Condesa All Inclusive Resort, Cancun, Mexico

This course will review the six basic steps of preparing, validating and presenting a strategic plan for Operational Improvements. Creating such a strategic plan is the essential first step in implementing Strategic Asset Management within your organization.

With the implementation of Asset Management, benefits such as Optimal Total Cost of Ownership (TCO), reduced Production Losses and Sustained Improvements for World Class Asset Management are achieved and continue to be achieved year after year. However, to realize the complete benefits of Strategic Asset Management, a solid Strategic Plan for Operational Excellence (SPOE) must first be constructed. This is because the SPOE is an integrated approach to bundling existing improvement initiatives along with the closure of every gap and shortcoming within the current management of assets. All the initiatives for improvement in Asset Management are defined, detailed and addressed together within an SPOE.

Who Should Attend

This course would be beneficial to the following individuals within the metals and material industry:

- Divisional and Operations Executives who want to transform Asset Management in their organizations
- Functional Managers who want to optimize their contribution to the overall business
- Maintenance and Operations Leaders who want to improve the effectiveness of the areas of responsibility
- Technical support staff who want to improve the effectiveness of their contributions

Course Outline

The Strategic Planning and Asset Management for Operational Excellence course is designed to provide participants with the tools and knowledge to analyse their current Asset Management effectiveness as well as create and present a strategic plan to begin the journey to Operational Excellence.

The workshop will provide instruction and practical exercises for participants covering:

- Defining Strategic Planning for Operational Excellence





- Identifying the true current status of Strategic Asset Management in the organization
- Envisioning the future state
- Closing the gaps between the following two states: Strategically and Tactically
- Integrating existing initiatives
- Quantifying the value of closing the gaps
- Building alignment and ownership
- Presenting the strategic case

Participants will learn:

- How to use the tools and techniques of Strategic Improvement Planning
- How to help the organization envision a better future state
- How to identify the gaps between the current and future state of operations
- How to create projects and initiatives to close the identified gaps
- How to create a Strategic Plan for implementing Operational Excellence
- How to put a value on the achievement of Operational Excellence
- How to constructively engage Senior leadership to gain alignment

The participants will also receive:

- CD with course material
- Certificate of completion
- Lunch and refreshments

Course Instructor : S. Bradley Peterson



Brad Peterson is the founder and Chief Executive of SAMI, which he began in 1996. SAMI provides its clients with their revolutionary Ascend™ Program which creates an approach for attaining Performance Culture through the combination of an exclusive Model, Process and Tool that embed behavioral change.

SAMI originated the concept of Strategic Asset Management, and leads globally in defining and implementing the benefits of a comprehensive approach to improving the performance of industrial companies. SAMI has worked with clients across six continents, including companies such as Exxon Mobil, Shell, Petrobras, BHP Billiton, BASF and British Gas contribute more than \$1 Billion to their bottom lines.

Mr. Peterson was a founder of the Society of Maintenance and Reliability Professionals in 1992, and led the development of the Certified Maintenance and Reliability Professional (CMRP) program within SMRP. Over 2000 certificants from over 40 countries have successfully completed this program, which has become the standard of excellence for maintenance worldwide.

Mr. Peterson is a highlighted speaker around the world, noted for bringing the big picture of the path to excellence in managing assets in heavy industry.



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