MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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STRATEGIC ASSET MANAGEMENT

""Maximizing Asset Value through Proactive Planning and Lifecycle Optimization""

Schedule

Date	Venue	Fees (Face-to-Face)
12 – 16 Oct 2026	London – UK	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an increasingly competitive and resource-constrained world, organizations must maximize the value derived from physical assets throughout their lifecycle. Strategic Asset Management (SAM) provides a structured approach to align asset performance with business objectives, optimize investment decisions, and reduce operational risk.

This comprehensive 5-day course equips participants with the knowledge, tools, and frameworks required to implement asset management strategies based on international best practices, including ISO 55000 standards. Through real-life case studies, workshops, and practical tools, professionals will learn how to drive value creation from planning through to disposal.

Objectives

By the end of this course, participants will be able to:

- Apply the principles of Strategic Asset Management to achieve long-term value
- Develop and implement asset lifecycle strategies
- Align asset management plans with organizational goals and risk appetite
- Use key performance indicators (KPIs) to monitor asset performance
- Integrate ISO 55000 standards into asset governance frameworks

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Why Attend

- Gain strategic insight into optimizing asset performance and ROI
- Learn how to manage physical and infrastructure assets across industries
- Support compliance with ISO 55000 and other global asset management standards
- Master planning tools for asset lifecycle, cost, and risk trade-offs
- Enhance your ability to make informed, data-driven investment decisions

Target Audience

This program is designed for:

- Asset Managers and Asset Management Planners
- Maintenance and Reliability Engineers
- Operations and Facilities Managers
- Finance, Risk, and Investment Planners
- Corporate Strategists and Project Engineers

Individual Benefits

Key competencies that will be developed include:

- Strategic asset lifecycle planning and optimization
- Use of asset risk and performance frameworks
- Ability to build asset management plans and policies
- Enhanced decision-making through asset data analytics
- Integration of risk, cost, and performance in investment strategies

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved return on asset investments (ROA)
- Stronger alignment between asset performance and business strategy
- Reduction in lifecycle costs and asset-related risks
- Enhanced asset governance and compliance
- Better capital planning and resource allocation

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- **Strategy Briefings** – Asset management frameworks, lifecycle cost management, ISO 55000
- **Case Studies** – Benchmarking success stories in asset-intensive industries
- **Workshops** – Asset strategy development, lifecycle modeling, risk prioritization
- **Peer Exchange** – Cross-industry sharing of asset challenges and practices
- **Tools** – Asset hierarchy templates, AM policy samples, condition monitoring KPIs

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Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Strategic Asset Management

- Module 1: Introduction to Strategic Asset Management (07:30 – 09:30) • Definition and evolution of asset management practices • Business value of strategic asset planning • Relationship between SAM and organizational performance
- Module 2: Overview of ISO 55000 Framework (09:45 – 11:15) • Key principles and terminology • Requirements for a management system for assets • Scope and benefits of ISO 55000 alignment
- Module 3: Asset Management Policies & Strategy (11:30 – 01:00) • Developing an asset management policy • Translating business objectives into asset strategy • Stakeholder involvement and governance
- Module 4: Case Study Review – Public Infrastructure Assets (02:00 – 03:30) • Lesson from transport and utility sectors • Group discussion and analysis

Day 2: Lifecycle Asset Planning and Optimization

- Module 5: Asset Lifecycle Stages and Decisions (07:30 – 09:30) • Acquisition, operation, maintenance, renewal, disposal • Critical decision points and cost implications • Asset lifecycle models
- Module 6: Lifecycle Costing & Financial Planning (09:45 – 11:15) • Lifecycle cost (LCC) vs total cost of ownership (TCO) • Financial modeling for capital planning • Scenario analysis and budget forecasting
- Module 7: Asset Criticality and Prioritization (11:30 – 01:00) • Defining asset criticality criteria • Tools for prioritizing asset interventions • Risk-based decision making
- Module 8: Workshop – Lifecycle Costing Application (02:00 – 03:30) • Hands-on group work using sample asset data • Modeling lifecycle options and trade-offs

Day 3: Asset Information, Performance, and Condition Monitoring

- Module 9: Asset Data and Information Systems (07:30 – 09:30) • Data requirements for effective AM • Asset hierarchy, registers, and inventory systems • Introduction to EAM/CMMS systems
- Module 10: Asset Condition Monitoring (09:45 – 11:15) • Techniques for monitoring asset health • Preventive vs predictive maintenance inputs • Condition rating systems and inspections
- Module 11: Asset Performance Management (11:30 – 01:00) • Performance indicators (availability, utilization, reliability) • Setting and tracking KPIs • Reporting asset performance trends
- Module 12: Tools – Asset Scorecards and Dashboards (02:00 – 03:30) • Building a simple AM dashboard • Using performance data to support decision-making

Day 4: Risk Management and Asset Planning

- Module 13: Asset Risk Management Frameworks (07:30 – 09:30) • Types of asset-related risks: operational, safety, financial • Building risk matrices and registers • Linking risk to asset strategies
- Module 14: Long-Term Asset Planning (09:45 – 11:15) • Creating and updating long-term asset plans (LTAPs) • Aligning AM planning with capital investment plans • Government and regulator expectations
- Module 15: Resilience and Sustainability (11:30 – 01:00) • Designing resilient infrastructure • Incorporating sustainability in asset decisions • Green AM and lifecycle emissions
- Module 16: Workshop – Developing an Asset Strategy (02:00 – 03:30) • Group activity: Strategy for a utility or infrastructure portfolio • Presentation and critique

Day 5: Governance, Auditing & Continuous Improvement

- Module 17: Governance and Organizational Alignment (07:30 – 09:30) • Roles and responsibilities in AM governance • Organizational structures and alignment with business units • Culture and leadership in asset-centric organizations

- Module 18: Asset Management Audits and Maturity (09:45 – 11:15) • Internal auditing of AM systems • ISO 55001 compliance assessment • Maturity models and self-assessment tools
- Module 19: Continuous Improvement in Asset Management (11:30 – 01:00) • Improvement planning cycle • Feedback loops and benchmarking • Case study: Lessons from industry leaders
- Module 20: Course Summary & Final Assessment (02:00 – 03:30) • Review of key frameworks and methods • Participant presentations of AM plans • Knowledge check and certificate distribution

Certification

Participants will receive a Certificate of Completion in Strategic Asset Management, confirming their expertise in planning, optimizing, and governing physical assets in accordance with global standards such as ISO 55000.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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