

# The AM Certificate Course <sup>awe!</sup>

Covers the globally recognised key principles of AM



14 Modules  
3 Webinars

# Our Promises



## 1 Knowledge that covers the globally recognised key principles of AM

The 39 areas of the globally recognised 'AM Landscape' are fully covered. *See pages 4-8.* You'll be 100% ready for exams like the IAM's Principles of AM. *See page 10.*



## 2 Certification that's globally recognised

On successfully completing the Course, you'll be awarded the **awe!** AM Certificate. If you or your employer wish, you can also clock up Certificates from other AM bodies.



## 3 Learning that's clear, fun and tests your knowledge as you go along

Do the modules in your own time and feel free to repeat any element or test you like. Round off and deepen your understanding with the expert led, peer-group webinars.



## 4 You'll be part of a community that can evidence their knowledge

# The AM Certificate Course



The Course is a simple, fast and fun way of covering the AM fundamentals

The Course includes interactive exercises that make the complexities of AM simple, clear and fun. You can also stop and restart the modules, and repeat elements if you wish.

The 14 e-learning modules can be done on an 'anytime, anywhere' basis

You can do the modules using a laptop, tablet, PC or smart phone whenever & wherever you like.

The 3 webinars are run by an AM professional

The webinars last approx. 90 mins and are done at the beginning, middle and end of the Course. They include Q&A sessions so you can discuss how your learning can be applied in the workplace.

The modules and webinars cover 100% of the IAM's Principles of AM Exam syllabus.

The Course covers the 39 subject areas of the Global Forum for Maintenance and Asset Management (GFMAM's) 'AM Landscape' and is mapped to the IAM's Competency Framework. As well as gaining the awe! AM Certificate, you can sit and pass the IAM's Principles of AM exam.

*For topics covered, see pages 4-8.*

*For an insight into how the IAM's Principles of AM are covered, see page 10.*

## AW001 Introduction to ISO55000

This module informs learners from a wide range of business sectors about ISO55000, its history, purpose, scope and the benefits available from its application.

### Learning Outcomes

- To understand the context and background to ISO55000
- To understand the purpose of ISO55000 and the scope of its application
- To understand the benefit of applying ISO55000 for you and/or your business.



## AW002 Introduction to Asset Management

This module provides an introduction to asset management.

It highlights the principles, processes and benefits of good asset management, including the need for an asset management system, its main components and how they are applied.

The module emphasizes the importance of informed decision-making throughout the life cycle of assets so that they deliver value in a safe, reliable and sustainable way. The value of the international asset management standard - ISO55000 - is highlighted.

### Learning Outcomes

- What asset management is
- Assets, asset systems and asset portfolios are
- Value obtainable from assets and their management
- The benefits of effective asset management.



## AW003 Benefits of Asset Management

This module enables the learner to understand the benefits of a consistent, integrated and whole life cycle approach to asset management.

It covers the importance of good communication and how to recognize and handle some of the misunderstandings that are likely during planning and implementation.

### Learning Outcomes

- The main benefits of an asset management approach
- How to relate specific, appropriate benefits to different stakeholders and businesses
- The importance and role of communication and consultation in asset management implementation
- Recognise and handle some of the common misunderstandings and resistance to change brought about by asset management.



## AW004 Risk and Risk Management

This module demonstrates how an understanding of risk and risk management are essential factors in asset management.

It also gives an introduction to the closely related topics of resilience analysis, contingency planning and management of change.

### Learning Outcomes

- What risk is
- The risks at different stages in the asset life cycle
- What's involved in risk management
- The stages involved in risk analysis
- The use of a risk matrix
- An asset's criticality and how criticality is closely aligned with risk
- The hierarchy of options for controlling risk
- Resilience analysis and contingency planning
- Management of change within asset management.



## AW005 Organisational Context and Stakeholder Expectations

This module explains how asset management needs to be aligned to 'the big picture', the organizational context, including the importance of understanding stakeholder needs and how they can be met.

### Learning Outcomes

- What organisational context means
- How internal and external constraints and opportunities influence the scope, design, operation and performance of an asset management system
- The importance of identifying stakeholders and their needs & expectations.



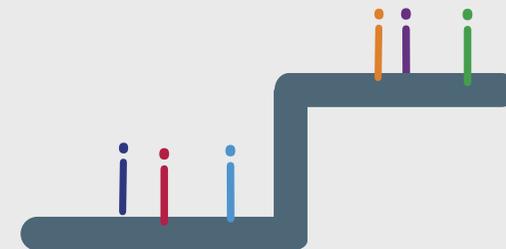
## AW006 Scope of the Asset Management System

This module explains what an asset management system is and how it impacts the whole organization.

It shows the scope, structure and main elements of a system and how this provides for the coordination, control and continual improvement of assets in line with the organizational plan. This includes highlighting the key factors and people needed for effective implementation across different environments.

### Learning Outcomes

- What an asset management system is and how it impacts the whole organization
- The scope, structure and main elements of an asset management system
- How the asset management system provides the framework for coordination, control and continual improvement in the management of assets in line with the organisational strategic plan
- Who and what is involved in implementing the asset management system.



### AW007 Asset Management Policy, Strategy, Demand Analysis & Objectives

This module explains the role of asset management policy, strategy, demand analysis & objective setting and how they provide the cornerstone of an effective asset management system.

It covers the scope, structure and elements of each activity, explaining how they are informed by, and aligned to, the organization's objectives and how they serve as the foundation for its asset management planning activities.

#### Learning Outcomes

- What an asset management policy is
- What an asset management strategy and objectives are
- How the asset management policy, strategy and objectives are aligned, and are aligned with the organization's objectives
- What demand analysis is
- How policy, strategy and objectives and demand analysis provide the foundation for the organization's asset management plan.



### AW008 Asset Management Planning

This module explains the role of asset management planning in determining the organization's asset management activities and budgetary considerations.

It describes how the organization's strategic planning framework and the role of sustainable development are used to develop an asset management plan that can be delivered within a changing economic, environmental and social context. This includes setting out the purpose and content of such plans.

#### Learning Outcomes

- What strategic planning is in the context of developing an asset management plan
- What sustainable development is in the context of developing an asset management plan
- What an asset management plan is and how it is produced.



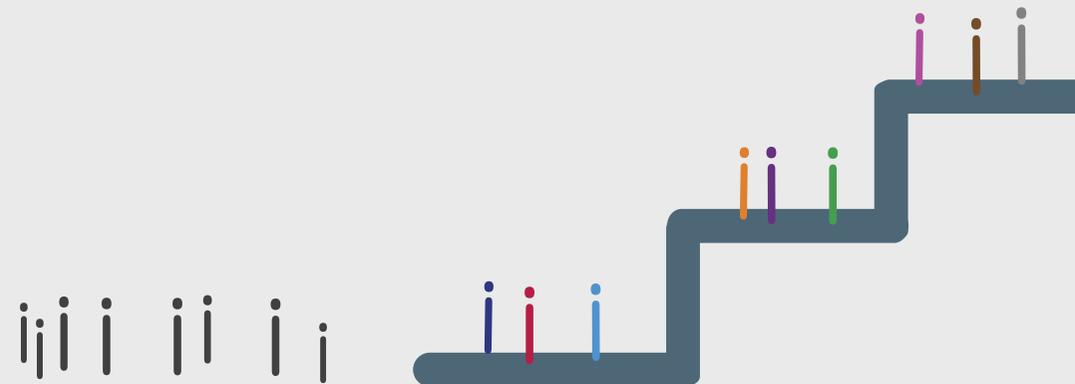
### AW009 Asset Information

This module focusses on the role of information within an organization's asset management system.

It identifies the core components of an effective asset information environment, including the information needs of internal and external stakeholders, and the 'asset information systems' needed to manage this information.

#### Learning Outcomes

- The role of an Asset Information Strategy
- The importance of effective asset information management
- The role of asset information systems
- The role of data and information in asset management decision-making.



## AW010 Asset Management Decision Making

This module demonstrates how asset management decision-making is crucial to the development of robust asset management plans.

It explains how all stages of the asset life cycle need to be modeled within a framework. The framework ensures a consistent approach to capital, operations and maintenance investment decision-making.

The module also demonstrates the importance of a resourcing strategy to ensure the delivery of the asset management plan.

### Learning Outcomes

- The importance of a robust decision-making framework for asset intervention decisions and the optimization of asset management plans
- The principles, concepts, processes and tools that support risk-based decision-making
- The role that effective Life Cycle Costs and Value Realisation plays within this decision making framework
- The role that an optimized resourcing strategies can have in risk management and underpinning the delivery of asset management plans
- The process of optimizing shutdown or outage strategies in bundling asset interventions and sharing access, downtime or other overhead costs.



## AW011 Leadership, Organization and People

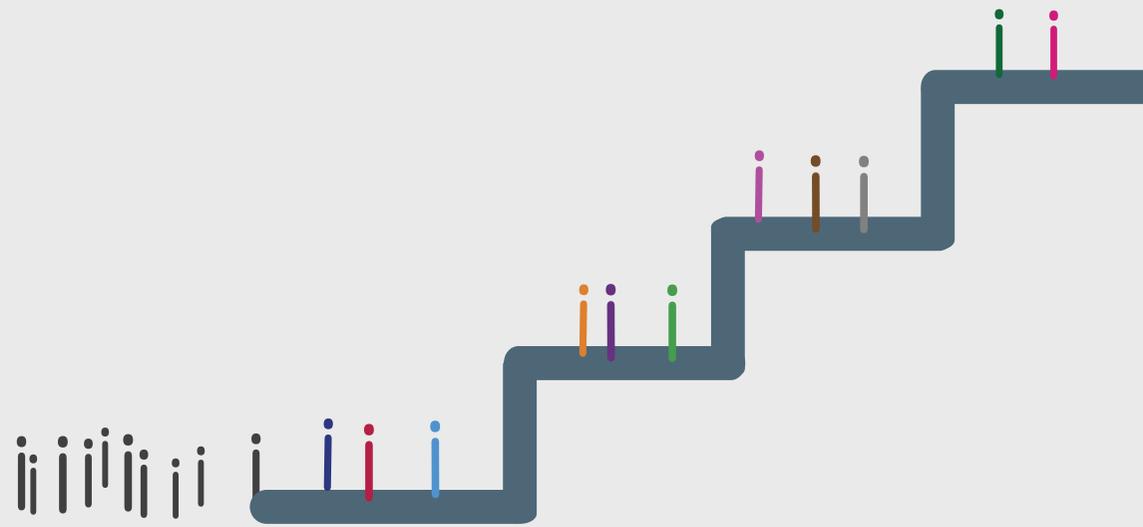
This module focuses on the importance of people for the delivery of effective asset management.

It explains how good leadership and the building of an appropriate culture and supporting structures are central to asset management's delivering organizational objectives.

It also illustrates the importance of ensuring that the organization has the right competences for fulfilling its objectives.

### Learning Outcomes

- The importance of people in delivering effective asset management
- The importance of Leadership in helping shape an organization and culture and its ability to meet its asset management objectives
- The role that culture has in enabling an organization to deliver the organizational and asset management objectives
- The importance of organizational structure and clarity on roles and responsibilities
- How organizations identify any gaps between required and actual competence, and the steps available to close these gaps.



## AW012 Asset and Asset Management System Performance

This module explains the role of 'asset health' and 'asset management system performance monitoring' in supporting the delivery of an organization's asset management objectives.

It covers the importance of setting clear performance indicators and effective measurement processes, and of identifying non-conformance criteria and appropriate responses. It also emphasizes the importance of continual improvement in asset management.

### Learning Outcomes

- The importance of asset performance and health monitoring
- The importance of monitoring the performance of the asset management system and asset management activities
- The importance of aligning performance measures to the AM objectives
- The range and examples of some key performance indicators
- The need to define non-conformance or failure criteria for the measure and the need then to develop appropriate action plans and responses
- The importance of performance measures in the continual improvement.



## AW013 Life Cycle Activities (Part 1)

This module explains the key phases in an asset's life cycle. This includes identification of need, creation or acquisition, utilization and maintenance and decommissioning and disposal.

It looks at the integration of these activities to maximize value and at the role of planned interventions and actions to take in the event of failure and incidents.

This module should be considered in conjunction with Life Cycle Activities Part 2 which covers enablers and disciplines used to support these topics.

### Learning Outcomes

- Asset Creation or Acquisition
- Asset Utilization or Operation
- Asset Care or Maintenance
- Asset improvement and life extension activities
- Asset Replacement
- Asset Decommissioning & Disposal.



## AW014 Life Cycle Activities (Part 2)

This module describes the key enabling actions that are required to support the effective management of an asset over its life. It covers considerations associated with design, legislation, configuration and resource management.

This module should be considered in conjunction with Life Cycle Activities Part 1, which provides an overview of the key phases of an asset's life, from creation and acquisition through to decommissioning and disposal.

### Learning Outcomes

- How technical standards are developed and used in the context of asset management, which includes how to identify and apply legal requirements
- How asset management requirements are managed during procurement and supply chain management
- How shutdowns, outages and resources are managed
- Principles for designing and configuring integrated systems that form part of systems engineering and how they are aligned with asset management.



# The 3 Webinars

## Webinar 1

Delivered prior to starting the modules.

Covers the Course's scope of learning and provides an overview of AM.

## Webinar 2

Delivered mid way through the modules.

Recaps earlier learning and extends the knowledge with case studies and facilitated discussions.

## Webinar 3

Delivered once all modules have been completed.

Brings all learning together and, for those taking the IAM's Principles of AM Exam, ensures readiness.



## About the Webinars

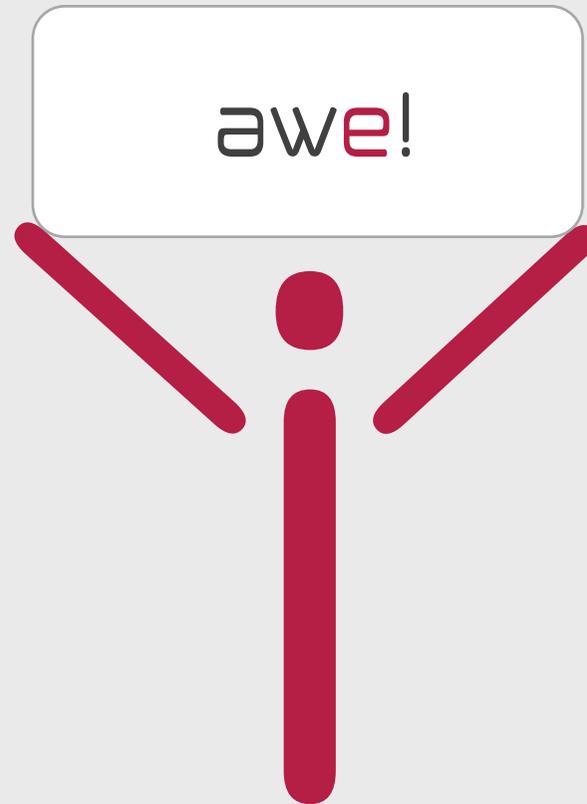
They last approx. 90 mins with 5-25 learners.

They're interactive and run by an AM professional who's a subject matter expert in their field.

They allow you to ask questions of the expert, network with your peers and practice exam questions.

- Part 1 is delivered in a 'Lecture Style'.
- Part 2 is delivered as a Q&A Session allowing you to address your real-life work issues.  
A Recommended Reading List is also provided.

		IAM Certificate Syllabus and Exam Modules				
Module No.	Module Title	Module 1 Principles of AM	Module 2 AM Policy, Strategy and Planning	Module 3 Managing Asset Life Cycle Decisions and Activities	Module 4 Assessing and Managing AM Risk	Module 5 Financial and Business Impact
AW001	Introduction to ISO55000	●				
AW002	Introduction to Asset Management	●				
AW003	Benefits of AM	●		●		
AW004	Risk and Risk Management		●		●	
AW005	Organisational Context & Stakeholder Expectations					●
AW006	Scope of the AM System				●	
AW007	AM Policy, Strategy, Demand, Analysis & Objectives		●			●
AW008	AM Planning		●		●	●
AW009	Asset Information		●			
AW010	AM Decision Making			●		●
AW011	Leadership, Organisation and People		●			
AW012	Asset and AM System Performance			●	●	
AW013	Life Cycle Activities (Part 1)		●	●		
AW014	Life Cycle Activities (Part 2)		●	●		



been there  
done that  
got the Certificate!

We're here to help you



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