



COURSE BROCHURE

# Value Management – Foundation Course Advanced 1 Course Advanced 2 Course

led by

**Mark Law** MSc CEng FIMechE FCMC MCIM PVM TVM  
Certified Value Practitioner & Trainer  
Founder & Senior Partner, Advanced Management Skills  
<http://uk.linkedin.com/in/marklaw>



Advanced  
Management  
Skills

<http://amskills.com/>

## What is Value Management

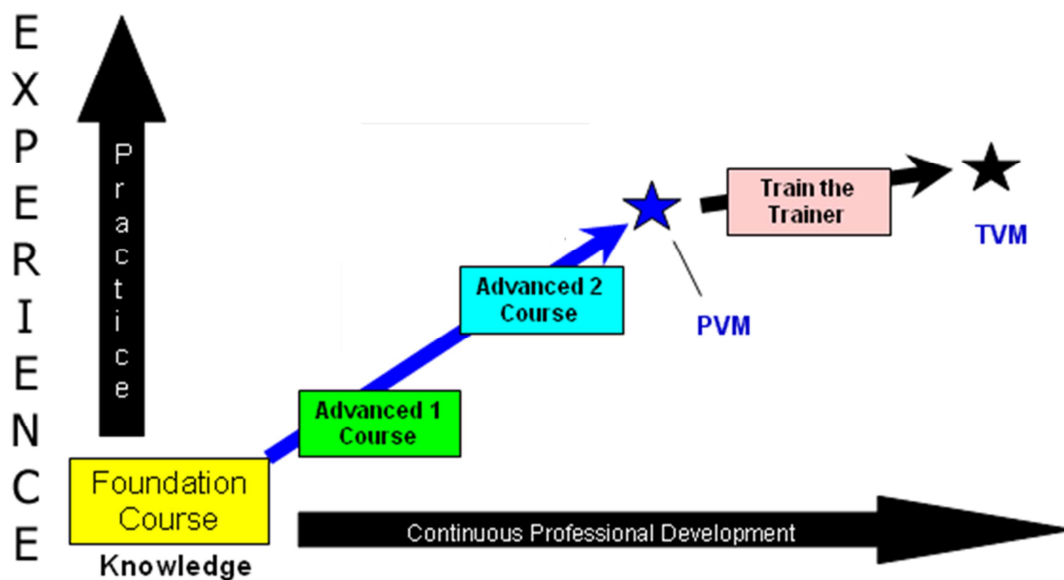
Value Management (VM), also known as Value Engineering (VE), is a creative team based framework that efficiently investigates ways to improve value in products, services, projects and organisations. VM / VE helps achieve an optimum balance between function, performance, quality, safety and cost. The proper balance results in optimum value.

Key features of VM / VE are:

- Widely used throughout industry, public and not-for-profit sectors
- Features organised facilitated team working and innovation
- Return on Investment of typically between 10:1 & 100:1 or more
- Globally recognized profession

Since the early days, VM / VE has evolved into a professional discipline with its own institutions (the Institute of Value Management in the UK) and Europe-wide qualifications known as the Professional in Value Management (PVM) and certified Trainer in Value Management (TVM).

## Value for Europe



Source: [www.valueforeurope.com](http://www.valueforeurope.com)

## VM / VE Training Programme Structure

The training of VM / VE practitioners consists of three 3-Day courses:

- Foundation Course in Value Management (see Page 4 for details)
- Advanced 1 Course in Value Management (see Page 5 for details)
- Advanced 2 Course in Value Management (see Page 6 for details)

We are practicing value practitioners and facilitators and use the techniques and frameworks covered on the course in our everyday client work. This means that they are tried and tested and that we have many 'real world' examples to share with participants.

## Course Dates & Fees

We run this programme in March, June and November. Visit our web site at [www.amskills.com](http://www.amskills.com) for a full list of dates. Each of these 3-Day courses costs £1,295 + VAT per participant. We can also run in-house courses. Please contact Laura Robertson (details below) for more information.

## Programme Director / Lead Tutor

Our VM / VE courses are led by Mark Law, a Chartered Engineer and seasoned professional VM / VE facilitator who works across the private, public and not-for-profit sectors. You can view Mark's professional profile and testimonials for his work at: <http://uk.linkedin.com/in/marklaw>

## Book Now!

Book your place on this programme via the following link:

<https://ky156.infusionsoft.com/app/page/vm-course-booking-form>

If you have any difficulty with our online booking system please call Laura at +44 20 8883 1423 or email her at [laura@amskills.com](mailto:laura@amskills.com)

For more information about this or any of our programmes contact:

**Laura Robertson, Programme Director**

**Advanced Management Skills**

**Email:** [laura@amskills.com](mailto:laura@amskills.com)

**Phone:** 020 8883 1423 or +44 20 8883 1423 (international)

**Web:** [www.amskills.com](http://www.amskills.com)

## 3-Day Foundation VM Course Programme:

### Day One: Core Frameworks

- 09.30 Introductions, Individual and Course Objectives
- 09.45 Value Management / Value Engineering - Key Principles
- 10.00 Planning Effective Value Studies
- 10.15 Case Study – Tackling a Complex VM / VE Study
- 10.30 Morning Break
- 10.45 Case Study – Tackling a Complex VM / VE Study (Contd.)
- 12.30 Lunch
- 13.15 Function Analysis (a powerful problem solving framework)
- 14.30 Afternoon Break
- 14.45 Case Studies and Practical Work
- 16.30 Stakeholder Communications
- 17.00 End of First Day

### Day Two: Problem Solving Tools and Techniques

- 09.30 VM / VE Research Strategies & Dealing with Incomplete Information
- 09.45 Analysing and Developing Corporate Policy and Strategy
- 10.15 Tackling Organisational Development Issues
- 10.30 Morning Break
- 10.45 Developing and Analysing Performance Indicators (financial & non-financial)
- 11.15 Tackling Information and Communications Technology Projects
- 11.45 Risk Management Techniques
- 12.00 Productivity and Quality
- 12.00 Case Study
- 12.30 Lunch
- 13.15 Creativity and Innovation in VM / VE Studies
- 14.30 Afternoon Break
- 14.45 Option Appraisal and Evaluating Proposals
- 15.30 Writing High Impact VM / VE Reports and Presentations
- 17.00 End of Second Day

### Day Three: Achieving Results

- 09.30 Mini VM / VE Project Case Study (integrates learning from previous days)
- 10.30 Morning Break
- 10.45 Tools and Techniques for VM / VE Implementation
- 12.30 Lunch
- 13.15 Using VM / VE to Achieve Continuous Improvement
- 14.00 How to Use VM / VE to Rescue Stuck or Failing Projects
- 14.30 Afternoon Break
- 14.45 Professional Development for VM / VE Practitioners
- 15.30 Course Recap and Taking Learning into the Workplace
- 17.00 End of Course

NB Course structure and content are subject to ongoing improvement and change. Venue may be changed to another in the vicinity.

## 3-Day Advanced 1 VM Course Programme:

### Day One: Lean Operations, Building and Managing Effective Teams

- 09.30 Welcome and Introductions
- 09.40 Course Aims and Objectives
- 09.45 Recap of Foundation Course
- 10.30 Morning Break
- 10.45 Lean Operations and Case Study
- 12.30 Lunch
- 13.15 Team Design – Successful Teams
- 13.45 Team Traps – Spotting and Avoiding Them
- 14.15 Human Dynamics 1: Team Building Tools
- 14.30 Afternoon Break
- 14.45 Human Dynamics 2: Diagnosing & Solving Team Problems
- 17.00 End of First Day

### Day Two: Managing Teams, Customers & Stakeholders

- 09.30 Project Reviews & Discussion
- 09.15 Team Building Exercise
- 10.30 Morning Break
- 10.45 Facilitation Skills, Tools and Techniques
- 11.30 Case Study
- 11.15 Advanced Consulting Tools
- 12.30 Lunch
- 13.15 Managing the Interface: Customers, Users and Stakeholders
- 13.45 Customer Value Analysis
- 14.30 Afternoon Break
- 14.45 Dealing with Resistance from Clients & their Stakeholders
- 17.00 End of Second Day

### Day Three: Ensuring that VM is Deployed Effectively

- 09.30 Mini VM / VE Project Case Study (integrates learning from previous days)
- 10.30 Morning Break
- 10.45 VM / VE in Procurement
- 11.30 More VM / VE Tools and Techniques
- 12.30 Lunch
- 13.15 VM / VE Decision Analytics (Simple Multi Attribute Rating Technique)
- 14.30 Afternoon Break
- 14.45 Creating a Value Culture
- 16.30 Course Recap and Taking Learning into the Workplace
- 17.00 End of Course

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## 3-Day Advanced 2 VM Course Programme:

### Day One: VM / VE and Competitive Strategy

- 09.30 Welcome and Introductions
- 09.40 Course Aims and Objectives
- 09.45 Recap of Advanced 1 Course
- 10.30 Morning Break
- 10.45 Introduction to Strategy
- 11.15 VM / VE and Competitive Strategy
- 12.30 Lunch
- 13.15 VM / VE Competitive Strategy Tools & Techniques (Part 1)
- 14.30 Afternoon Break
- 14.45 VM / VE Competitive Strategy Tools & Techniques (Part 2)
- 15.30 Case Study – Competitive Strategy
- 17.00 End of First Day

### Day Two: VM / VE and Competitive Strategy (Contd.)

- 09.30 Recap of Day 1
- 09.45 VM / VE Competitive Strategy Tools & Techniques (Part 3)
- 10.30 Morning Break
- 10.45 VM / VE Competitive Strategy Tools & Techniques (Part 4)
- 12.30 Lunch
- 13.15 VM / VE Competitive Strategy Case Study
- 14.30 Afternoon Break
- 14.45 VM / VE Competitive Strategy Case Study (Contd.)
- 16.00 Team Presentations
- 17.00 End of Second Day

### Day Three: VM / VE & Corporate Strategy + Programme Governance

- 09.30 Recap of Day 2
- 09.45 VM / VE Corporate Strategy Tools & Techniques
- 10.30 Morning Break
- 10.45 VM / VE Corporate Strategy Case Study
- 11.30 How to Lead and Structure VM / VE Programmes
- 12.30 Lunch
- 13.15 VM / VE Project & Programme Governance (1)
- 14.30 Afternoon Break
- 14.45 VM / VE Project & Programme Governance (2)
- 15.30 VM / VE Standards & Case Study
- 16.00 VM / VE Qualifications and Professional Development
- 16.30 Course Recap and Taking Learning into the Workplace
- 17.00 End of Course

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