



COURSE BROCHURE

# Live Online Courses Value Management –

**VM1: Approved Course**

**VM2: Approved Course**

**VM3: Approved Course**

Approved by the Institute of Value Management  
Under Value for Europe / BS EN 12973:2020

led by

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Advanced  
Management  
Skills

## What is Value Management

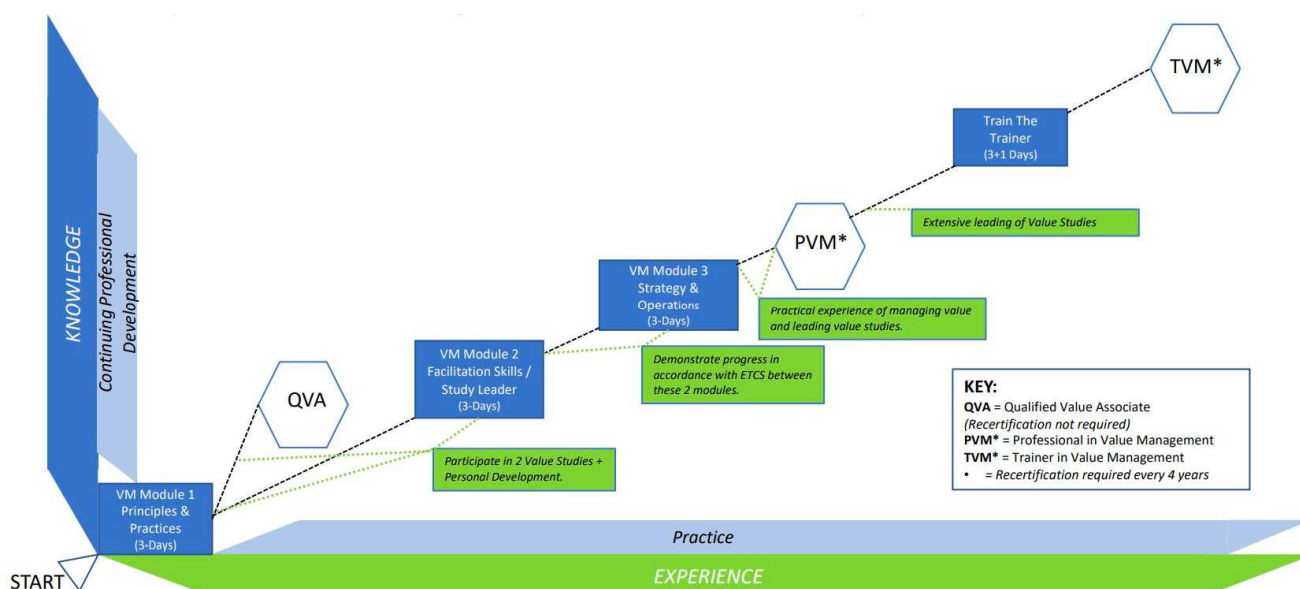
Value Management (VM), also known as Value Engineering (VE), is a creative team based methodology that efficiently investigates ways to improve value in products, services, projects, processes and organisations. VM / VE helps achieve an optimum balance between function, performance, quality, safety and 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 – VM European Training & Certification System



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

## VM / VE Training Programme Structure

The training of VM / VE practitioners consists of three live online courses:

- VM1: Approved Course in Value Management (see Page 4)
- VM2: Approved Course in Value Management (see Page 5)
- VM3: Approved Course in Value Management (see Page 6)

These courses are fully approved by the Institute of Value Management under Value for Europe. They therefore allow participants to prepare for the professional QVA and PVM qualifications.

Each of these courses consist of 12 Learning Modules (1.5 hours each) delivered via Zoom or similar video conferencing platform. These Learning Modules are designed to deliver the practical skills you need as a professional to facilitate VM studies and organisational development. As such they feature interactive exercises, team working and a bit of homework between sessions.

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

## Course Dates & Fees

We run a rolling programme of these live online courses throughout the year. Each of the VM1, VM2 & VM3 courses costs £1,500 + 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!

To book your place on this programme 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:

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## VM1 Course Programme: 12 x Zoom Sessions

### LM1. Welcome and Introduction (1.5hrs) => 1-2-1 Zoom with each participant

- Your objectives and what you hope to get from the course.
- A 'big picture' overview of VM and personalised 'Guided Tour' of the course.

### LM2. The World of VM + VM Work Plan, An Overview (1.5hrs) => Class Zoom

- The World of Value Management => Covers the European & US Systems.
- The VM Work Plan => The core work flow used to tackle VM studies.

### LM3. VM Study Phase 1. VM Work Planning (1.5hrs) => Zoom

- Detailed breakdown of the VM Work Plan and study planning.
- Real world case study utilising the VM Work Plan led by instructor.

### LM4. VM Study Phase 2. Information Phase (1.5hrs) => Class Zoom

- Detailed explanation of the Information Phase + Case Study.
- Internal data, external data and the power of best practice.

### LM5. Phase 3a. Analysis Phase (1.5hrs) => Class Zoom

- Detailed explanation of the VM Analysis Phase + Case Study
- Function & FAST Diagramming => Case study led by instructor.

### LM6. Phase 3b. Analysis Phase (1.5hrs) => Class Zoom

- More analysis & FAST Diagramming => Case Study led by participants.
- Value Trees => Case study led by instructor.

### LM7. Phase 4. Creative (1.5hrs) => Class Zoom

- VM creativity => Theory + case study led by instructor.
- Function driven creativity => Theory + Case study led by instructor.

### LM8. Phase 5. Evaluation & Development (1.5hrs) => Class Zoom

- Option assessment via cost benefit analysis => Theory session.
- Option development => Case study led by instructor.

### LM9. Phase 6. VM Reporting (1.5hrs) => Class Zoom

- Stakeholder Communications => Frameworks & techniques.
- Client Reporting => Case study led by instructor.

### LM10. Phase 7. VM Implementation (1.5hrs) => Class Zoom

- Implementation Planning => Frameworks & techniques.
- Case Study led by instructor.

### LM11. Phase 8. VM Follow-up / Benefits Realization (1.5hrs) => Class Zoom

- VM Follow-up => Case Study.
- VM Benefits Realization.

### LM12. End of Course Recap, Case Study & Quiz (1.5hrs) => Class Zoom

- VM organizations and qualifications.
- Pulling everything together => Case Study led by instructor.

NB Course structure and content are subject to ongoing improvement and change.

## VM2 Course Programme: 12 x Zoom Sessions

### LM1. Welcome and Introduction (1.5hrs) => 1-2-1 Zoom with each participant

- Your objectives and what you hope to get from the course.
- A 'big picture' overview of VM2 course and personalised VM Excel Skills tutorial.

### LM2. VM1 Course Recap & Case Study (1.5hrs) => Class Zoom

- Detailed review of VM1 course and its lesser known elements.
- Real world VM case study => Co-facilitated with participants.

### LM3. VM & Lean Methods 1 (1.5hrs) => Class Zoom

- VM Work Plan vs DMAIC => Using VM to turbocharge lean practices.
- Lean techniques 1 => Case study exercises led by instructor.

### LM4. VM & Lean Methods 2 (1.5hrs) => Class Zoom

- Lean techniques 2 => Case study exercises led by instructor.
- Real world example => Case study led by instructor.

### LM5. VM Team Building Theory & Practice (1.5hrs) => Class Zoom

- Team building techniques => Review of models and applying them.
- Practical use of VM team building models => Case study led by instructor.

### LM6. VM Facilitation Skills (1.5hrs) => Class Zoom

- How to facilitate face-to-face client workshops.
- How to facilitate online client workshops.

### LM7. Voice of Customer 1 (1.5hrs) => Class Zoom

- Voice of Customer techniques => Theory & review.
- Value Trees => Theory & case studies led by instructor + participants.

### LM8. Voice of Customer 2 (1.5hrs) => Class Zoom

- Customers and other stakeholders => Theory & review.
- Pairwise Comparison => Theory & case study led by instructor.

### LM9. VM In Procurement (1.5hrs) => Class Zoom

- VM in Procurement => Best practice
- Simple Multi Attribute Rating Technique => Via case study led by instructor.

### LM10. VM and Ethics (1.5hrs) => Class Zoom

- Ethics & Code of Professional Conduct => Featuring well developed framework.
- Team exercise in ethics => Led by instructor.

### LM11. Creating a Value Culture (1.5hrs) => Class Zoom

- Techniques for the analysis of organizational culture.
- BS EN 12973:2020 => Creating a Value Culture.

### LM12. End of Course Recap, Case Study & Quiz (1.5hrs) => Class Zoom

- VM organizations and qualifications.
- Pulling everything together => Case Study led by instructor.

NB Course structure and content are subject to ongoing improvement and change.

## VM3 Course Programme: 12 x Zoom Sessions

### LM1. Welcome and Introduction (1.5hrs) => 1-2-1 Zoom with each participant

- Your objectives and what you hope to get from the course.
- A 'big picture' overview of VM2 course and personalised VM Excel Skills tutorial.

### LM2. VM1 & VM2 Course Recap & Case Study (1.5hrs) => Class Zoom

- Detailed review of VM1 & VM2 courses and their lesser known elements.
- Marketing of VM to key stakeholders => Techniques and case study.

### LM3. VM and its Role in the Strategy Process (1.5hrs) => Zoom

- What is organizational strategy => The role of VM in strategy development.
- Approaches to client strategy development => The VM interface.

### LM4. Competitive Strategy 1 – Business Environment (1.5hrs) => Class Zoom

- Business environment analysis techniques => Core methods.
- Business environment analysis => Case study led by instructor.

### LM5. Competitive Strategy 2 – Competition (1.5hrs) => Class Zoom

- Competitive strategy analysis => Core methods.
- VM & competitive strategy development => Case study led by instructor.

### LM6. Competitive Strategy 3 – Value Chain Analysis (1.5hrs) => Class Zoom

- Value Chain Analysis & FAST Diagramming => Core methods
- VM & value chain analysis => Case study led by instructor.

### LM7. Competitive Strategy 4 – Market Analysis (1.5hrs) => Class Zoom

- Customer & competitor function analysis => Core methods.
- VM & market analysis => Case study led by instructor.

### LM8. Competitive Strategy 5 – Cost Position Analysis (1.5hrs) => Class Zoom

- Client & competitor cost position analysis => Core methods
- Client & competitor cost position analysis => Case study led by instructor.

### LM9. Competitive Strategy 6 – VM & Capabilities (1.5hrs) => Class Zoom

- Client & competitor capabilities and competences => Core methods.
- Client & competitor competences => Case study led by instructor.

### LM10. VM & Corporate Strategy (1.5hrs) => Class Zoom

- VM & Corporate Strategy => Core methods.
- VM & Corporate Strategy => Case study led by instructor.

### LM11. Value Governance & VM Program Management (1.5hrs) => Class Zoom

- Value Governance & Programme Management => Core techniques.
- How to turn around failing value governance => Case study led by instructor.

### LM12. BS EN 12973:2020 Value Management Standard (1.5hrs) => Class Zoom

- VM Standards in Practice => Core elements.
- Working towards the PVM qualification (Professional in Value Management).

NB Course structure and content are subject to ongoing improvement and change.