

STRATEGIC CATEGORY MANAGEMENT

LIVE ONLINE CLINIC



Clinic Overview

Category Management (CatMan) is a term which many use, but few agree on what it actually is. No organisation's approach is the same. We all have different categories, markets, goals, and economic, supply, and political environments.

This clinic first takes you through what CatMan is and its lead role. We then explore some of the common elements - understanding your supply base, segmenting options, and knowing the category markets and how to leverage them. It is a hands-on workshop where you will analyse your current or potential category, and take a few deep dives into the analytics and market intelligence CatMans use to become a category leader and trusted advisor in their organisations.

Outcomes

1. Know the many ways organisations apply and integrate CatMan within the business and throughout the lifecycle.
2. Bring new ideas into your organisation to utilise, leverage, and manage markets in your categories.
3. Become an informed buyer who knows the market and whose expertise your business can depend upon.
4. Write a concise and insightful category strategy specifically for stakeholders
5. Show how successful your categories are for the business.

Testimonials

"Thought-provoking. Insightful discussion on 'what is Category Management' and category scorecard. Sara has an open and affable manner, frank perspective."
Category Manager, Qld Gas Corp

"Well organised and appropriate and training material. Good real-world conversations and examples."
CPO, Carnegie Clean Energy

"Very practical and pragmatic. Examples are very modern and up to date. Sara has a lot of experience and I love her pragmatic and realistic approach to CatMan. Very practical examples making concepts easy."
Category Manager and Senior Procurement Manager, Dept of Finance WA

"Perfectly pitched in terms of theory and practice. It achieved all that I'd hoped from the day and have clear takeaways to implement."
Director of Goods and Services Procurement, ACT Government

"I would recommend to attend. All covered as expected and Sara is very keen in helping the queries. Her explanations are very good & clear."
Procurement and Contract Specialist, Roads & Maritime Services NSW

Clinic features

The clinics are interactive and designed for the online space. Capability is built through action learning spread over a few weeks to learn *and apply* over a short time.

- 3x3-hour live sessions – one each week
- On call support for challenges to be achieved each week
- 1-hour quick win/fail fast session post clinic

CLINIC COURSE OUTLINE

ABOUT DR CULLEN

What is Category Management (CatMan)?

Every organisation scopes and manages CatMan differently. In this session we explore the options and how they might work at your organisation

- Defining categories and CatMan
- Involvement during the contract lifecycle – when, why, how
- Leadership – where can CatMan be a leader in your organisation?

Understand Markets

Many category managers operate at a transactional level, executing tenders when due rather than strategically understanding the category market. In this session we discuss how organisations choose the categories/subcategories and segment markets. We analyse your categories and your market segments

- The options to define a market – what will work for your categories?
- Segmenting your categories' markets from an external commercial rather than internal view

Be an Informed Buyer

As a CatMan, you will be expected to be the expert in your category, whether that is in your job description or not. This session gets you in that position.

- What the business expects CatMans to know to become a trusted advisor
- Create a deep understanding of the providers in your category and your supply base

Leverage your Category Providers

Purchasers often assume they are important to the category providers, but exactly how important? This session shows you how your organisation really looks like in the eyes of each of your category providers

- Determine how important your organisation is to the providers in your category
- Determine mutual importance and other leveraging

Determine your Category Performance

We often don't set up effective measures that indicate whether a category is performing for the business. This session shows you the options.

- Scorecarding your category, and its providers and panels
- Quick wins and fail fast strategies
- Benchmarking – informal and formal
- Reporting category performance

Develop a Category Management Plan

Uncertainty and unpredictability are the norm for most of our categories today. So how can we plan in this environment? This session shows you the options and components.

- Outline your category fact sheet – document the reality of your category to avoid ideology and misinformation
- Identify goals, priorities, quick wins and fail fast strategies



Dr. Sara Cullen is a global authority having helped 165+ organisations, spanning 51 countries, representing \$18 billion in contracts. She is also leading author of 19 books and 135 best practice and research publications and has trained 8500+ professionals.

Sara has been featured in the Australian Financial Review, Directions in Government, Information Economics, New Accountant, Property Australia, and the Oxford Handbook.

She was a National Partner and Global Thought Leader at Deloitte. Sara now performs research and teaches in addition to running The Cullen Group.

Sara has a PhD, a MBA, and BSc. She is a Chartered Accountant (US) and Certified Mediator. She is a Fellow at the University of Melbourne, an Assoc. at the London School of Economics, and is a Fellow at the World Commerce and Contracting Association.

Want to know more?

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