

**Maximizing Value from the IAM Knowledge
and Professional Development Resources
30 April 2024**

The Institute of Asset Management



We exist to advance the discipline of asset management, not only for people and organizations involved in the acquisition, operation and care of physical assets but also for the benefit of the general public.



Established in 1994



Network of over 46,000 people



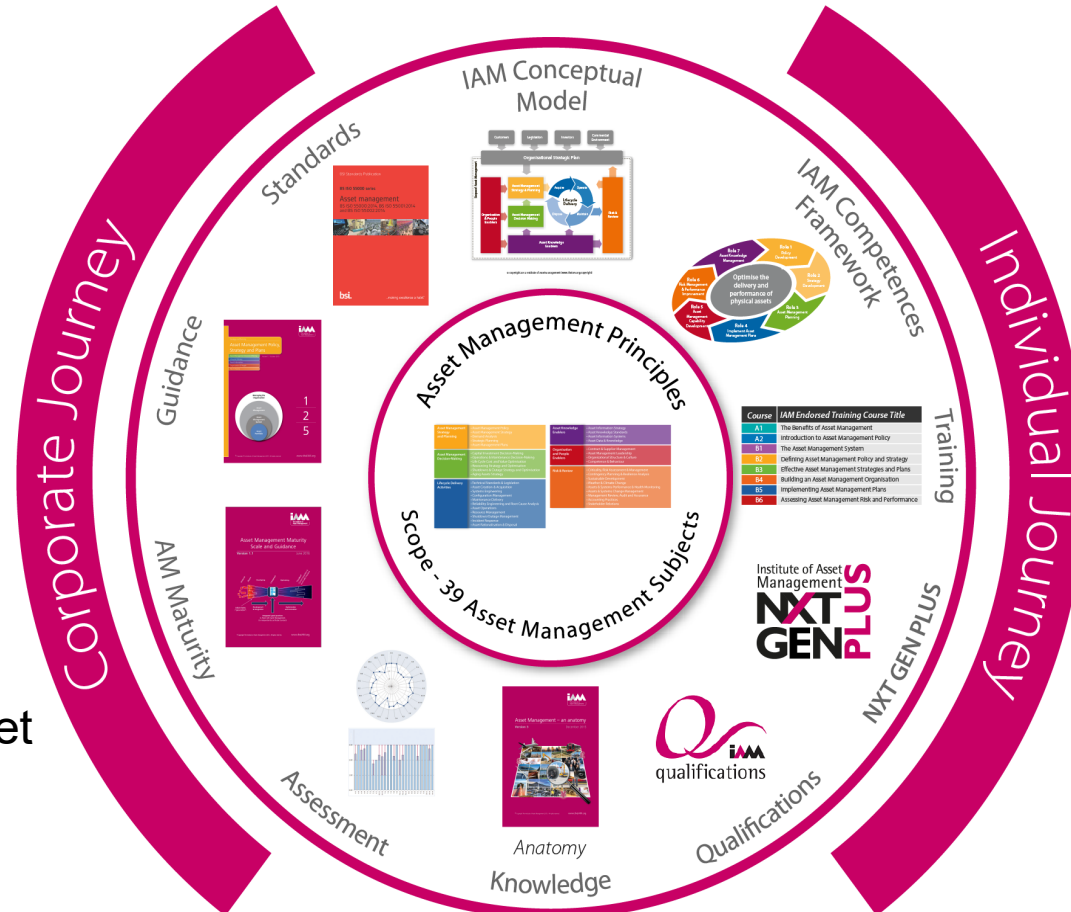
Members in over 60 countries



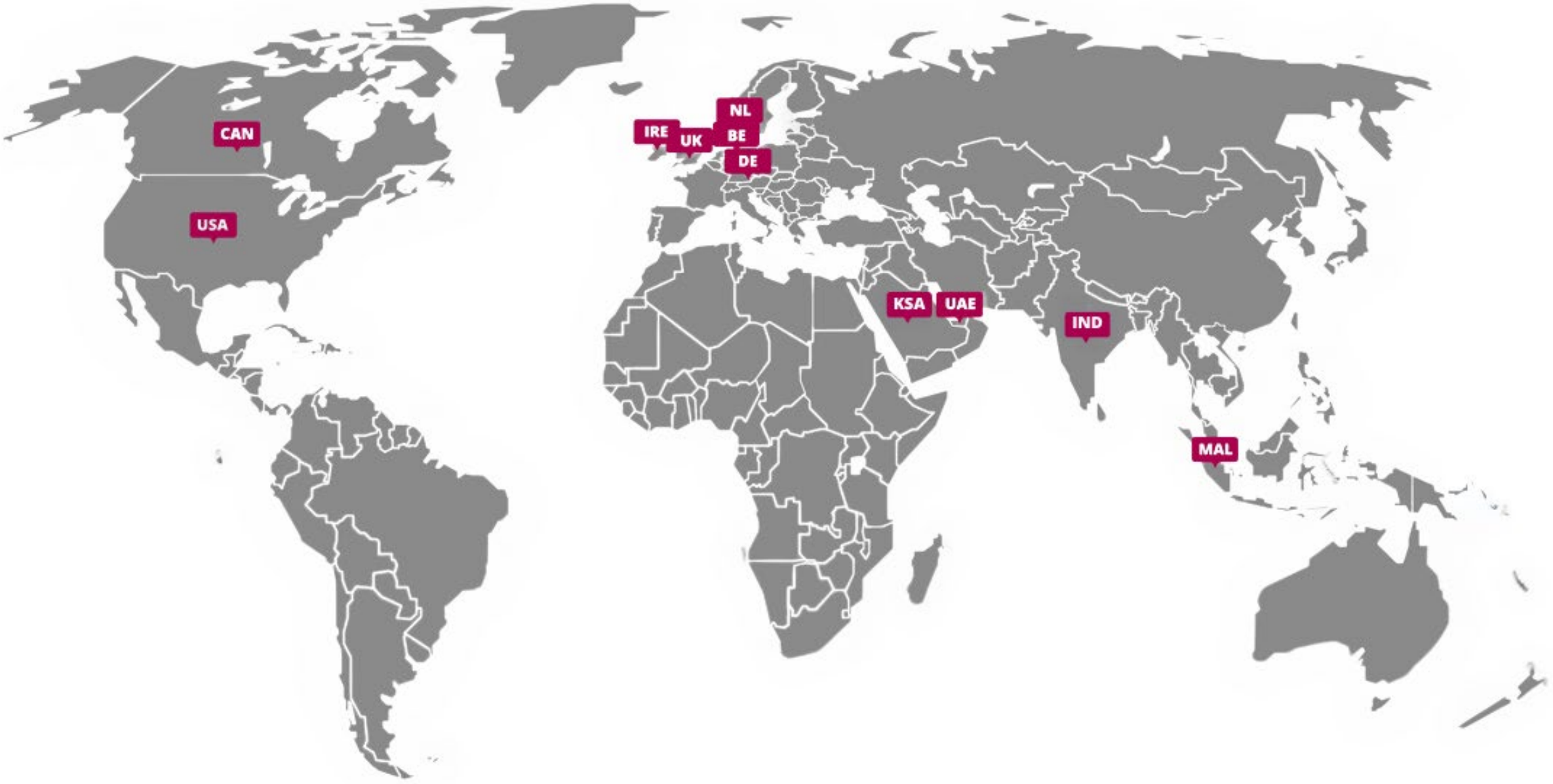
11 chapters



Guiding the biggest asset owners on the planet – With trillions under management



IAM Chapters



GLOBAL CONFERENCE
2024 - IN-PERSON
Unlocking Value
17 SEP 19 SEP



NORTH AMERICA
A Big Year for Asset Management
21-24 OCT



UK CHAPTER
*Asset Management
Excellence in a Changing
World - from starting out
to world class*
20-21 NOV



**NETHERLANDS
CHAPTER**
Theme: IAM Circular
26 SEP



GERMANY CHAPTER
Theme: TBC
21-22 NOV



Membership Benefits

CONNECT

With Your Community



Meet with members of the asset management community and expand your networks

DEVELOP

Your Capability



Enhance your career with our range of services to enable you to progress and take the next step in your professional journey, whatever that may be

EXPAND

Your Knowledge



Access tools to support you in your day-to-day role

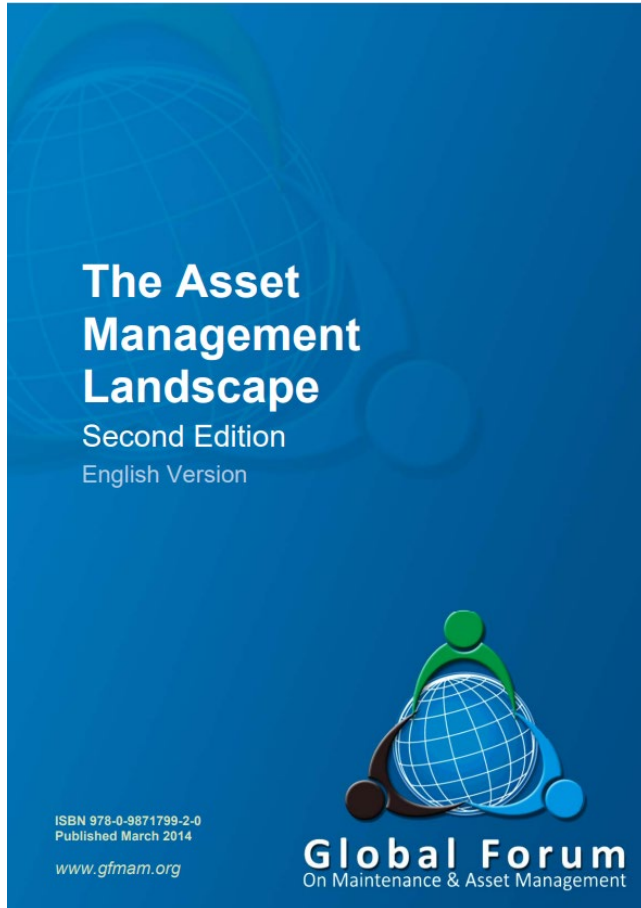
RECOGNITION

From Your Peers

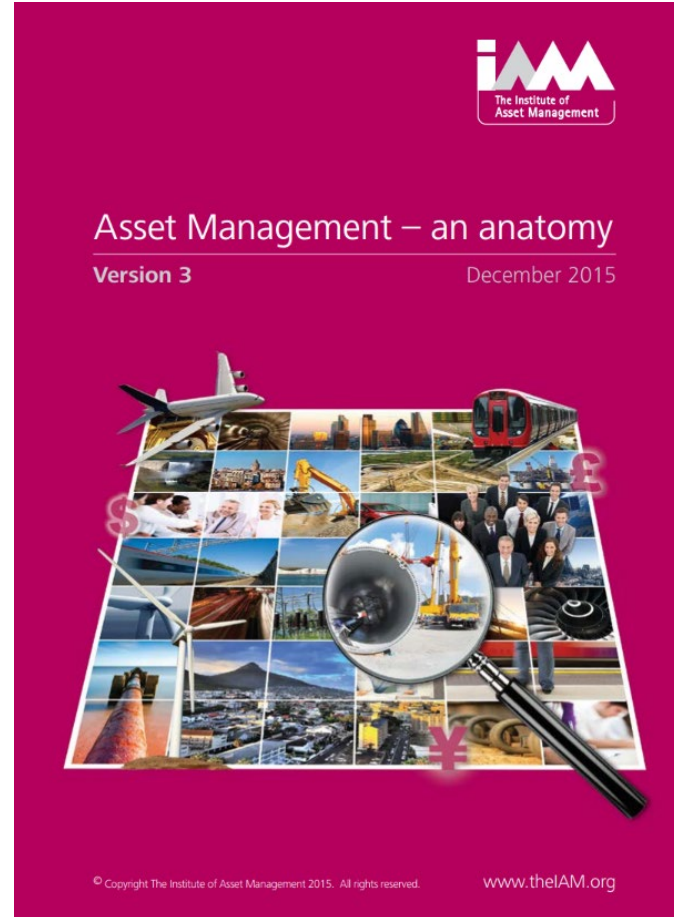


Gain recognition and discover opportunities to contribute locally and globally to raise your profile and that of the asset management profession.

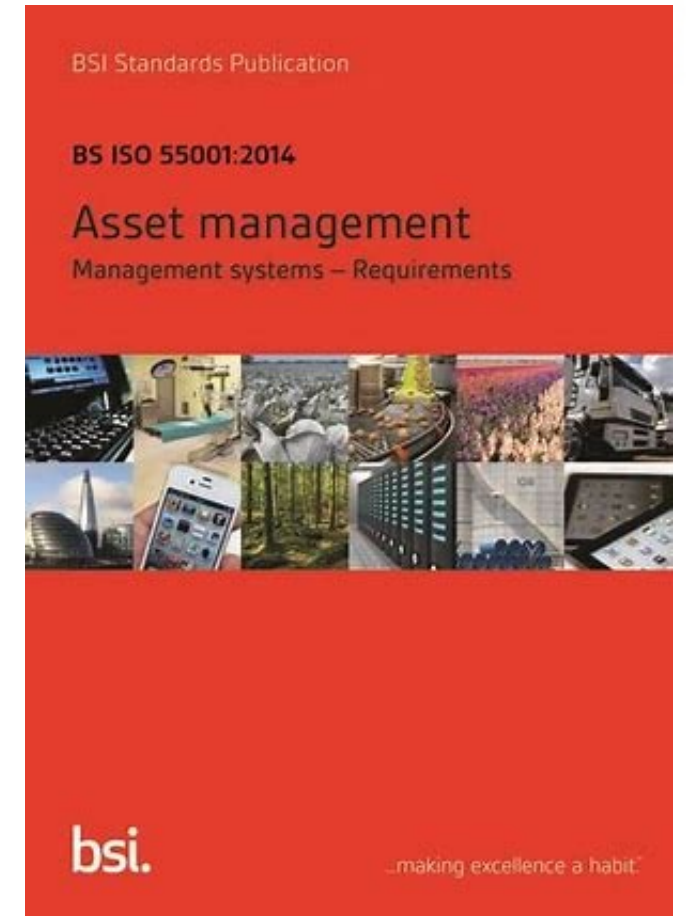
Asset Management Is Evolving



GFMAM Asset Management Landscape Version 3 published 5 June 2024



IAM Anatomy version 4 due to be published July 2024



ISO550xx – six documents due to be published from August 2024

Knowledge Library - Examples



The Pathway to Excellence In Asset Management
IAM Maturity Scale & Guidance



The Case for Excellence in Asset Management

www.theIAM.org



Developing and Maintaining a Strategic Asset Management Plan (SAMP)



Implementing and Improving a Management System for Asset Management

www.theIAM.org



Shutdown and Outages Strategy and Management
Version 1 July 2022

Asset Decommissioning and Disposal
Version 1 September 2021

Stakeholder Engagement
Version 1 March 2019

Managing the Organisation

Asset Management
Asset Management System
Asset Portfolio

39

www.theIAM.org

Knowledge Groups



PLAN DESIGN BUILD **MANAGE** OPERATE

3. Asset Lifecycle Decision Support Tools

How do I manage the assets I have in terms of maintenance and renewals regimes?



CHALLENGE

How can digital tools and analytics help in the specification and delivery of maintenance and renewals activities?
How do I know my regimes are risk-based, optimised and based on robust data?

BENEFITS

- ✓ Improved buy-in from stakeholders
- ✓ Stronger business cases that prioritise investments and de-risk cost-benefit analysis
- ✓ Better outcomes from internal/external reviews due to robust, auditable, evidence-based plans

FOUNDATIONAL

- Understanding of asset risks and intervention options (impacts and resource requirements)
- Current or OEM specifications for maintenance / replacement activities

- ❖ Defining appropriate level of granularity
- ❖ Eliciting knowledge from engineers / others

SOLUTION

An integrated suite of decision support tools that model asset behaviours and the expected impact of interventions over the lifecycle.

By understanding the trade-offs between performance, risk and costs, organisations can justify (and optimise) their asset lifecycle strategies, asset maintenance and replacement regimes.

NO REGRETS

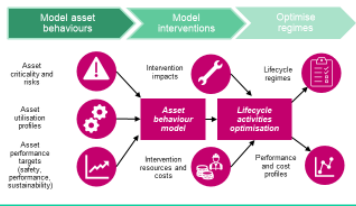
- Codification / capture of risks
- Evaluate interventions (costs vs. impacts)
- Simple **asset lifecycle models** (spreadsheet or basic simulation) of different regimes

- ❖ Common currency for risks and interventions; Accessibility to data and a repository of info

GAME CHANGERS

- Feedback outcomes from using advanced analytics (e.g. AI/ML) to understand 'best intervention options'

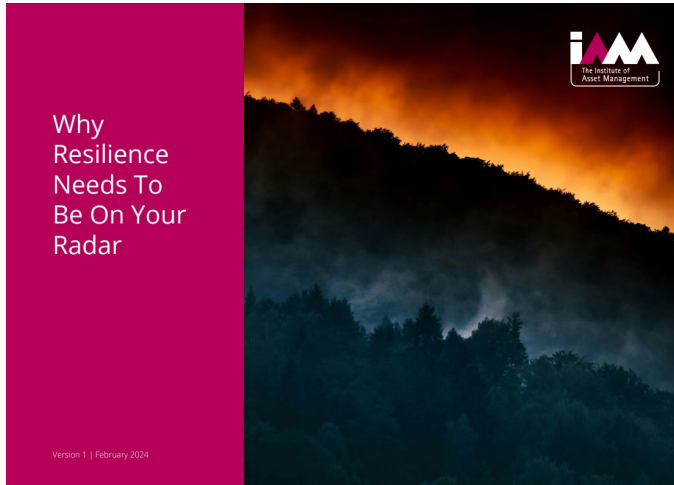
- ❖ How will you engage engineers in designing and training the asset models and incorporate feedback to update them?



Digital



Excellence and Maturity



Resilience



Circular Economy



Climate Emergency



IAM Discussion Forum

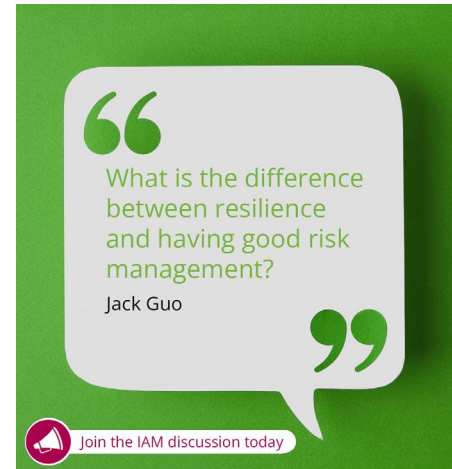
Forum you can introduce new asset management discussion topics and engage in existing topics

Category where members can ask the community for help

Being utilized by our IAM key programmes of work

As part of our development of knowledge we are aiming to extract the questions and consolidated answers into an online resource

<https://forum.theiamdiscussion.org/>



IAM Webinars



SCHEDULE

Guy Felio

Asset Management in Indigenous Communities

1 May 2024

09:00- 09:45 EDT 14:00 -14:45 BST



Ricardo Ferreira

Leveraging Digital Solutions for Transformative
Water Asset Management

15 May 2024

08:00- 08:45 EDT 13:00 -13:45 BST



More webinars to be announced soon

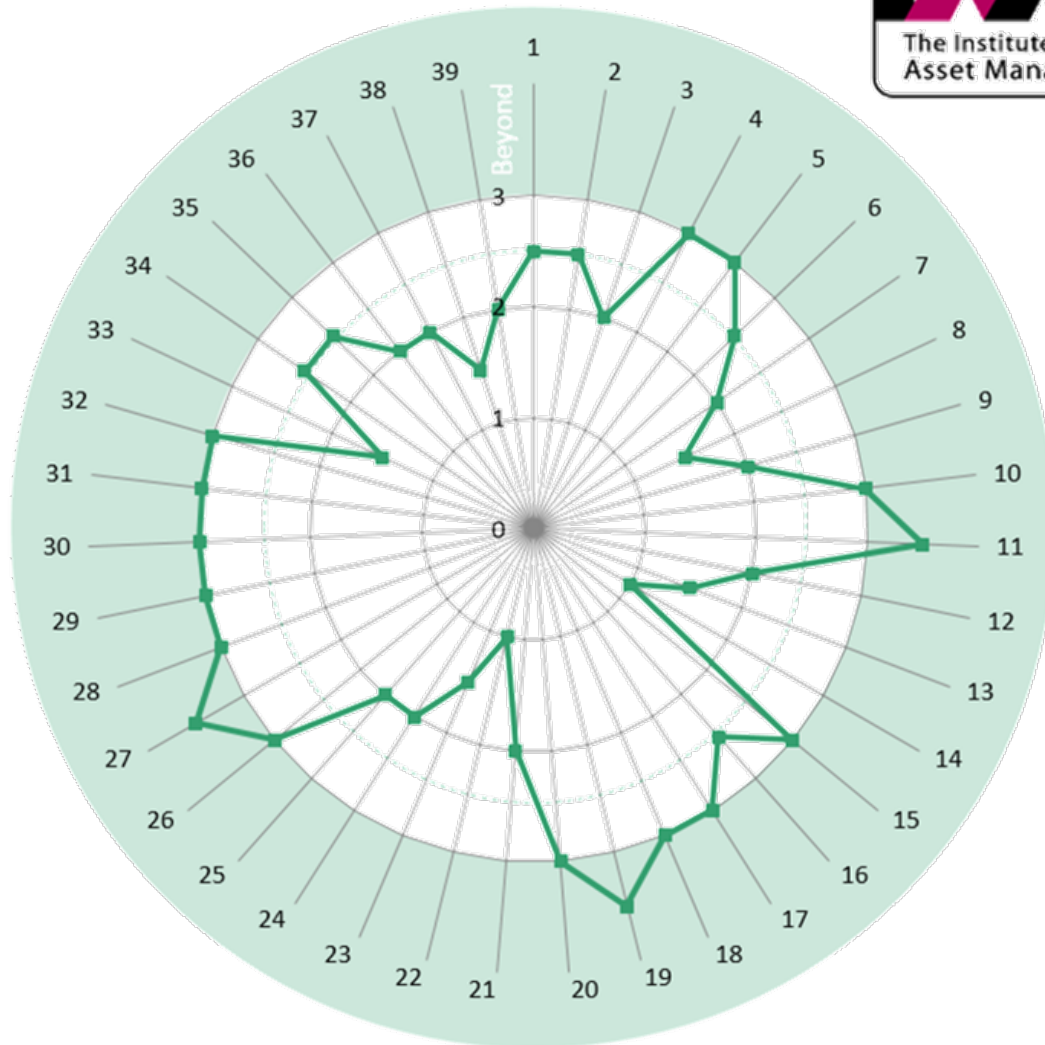
INTERESTED IN GIVING A WEBINAR?



If you are interested in giving a webinar to a global community of asset management professionals, please click the 'Submit your abstract' link in the post above

<https://theiam.org/events/iam-webinars/>

Self Assessment Methodology +



Member-only benefit

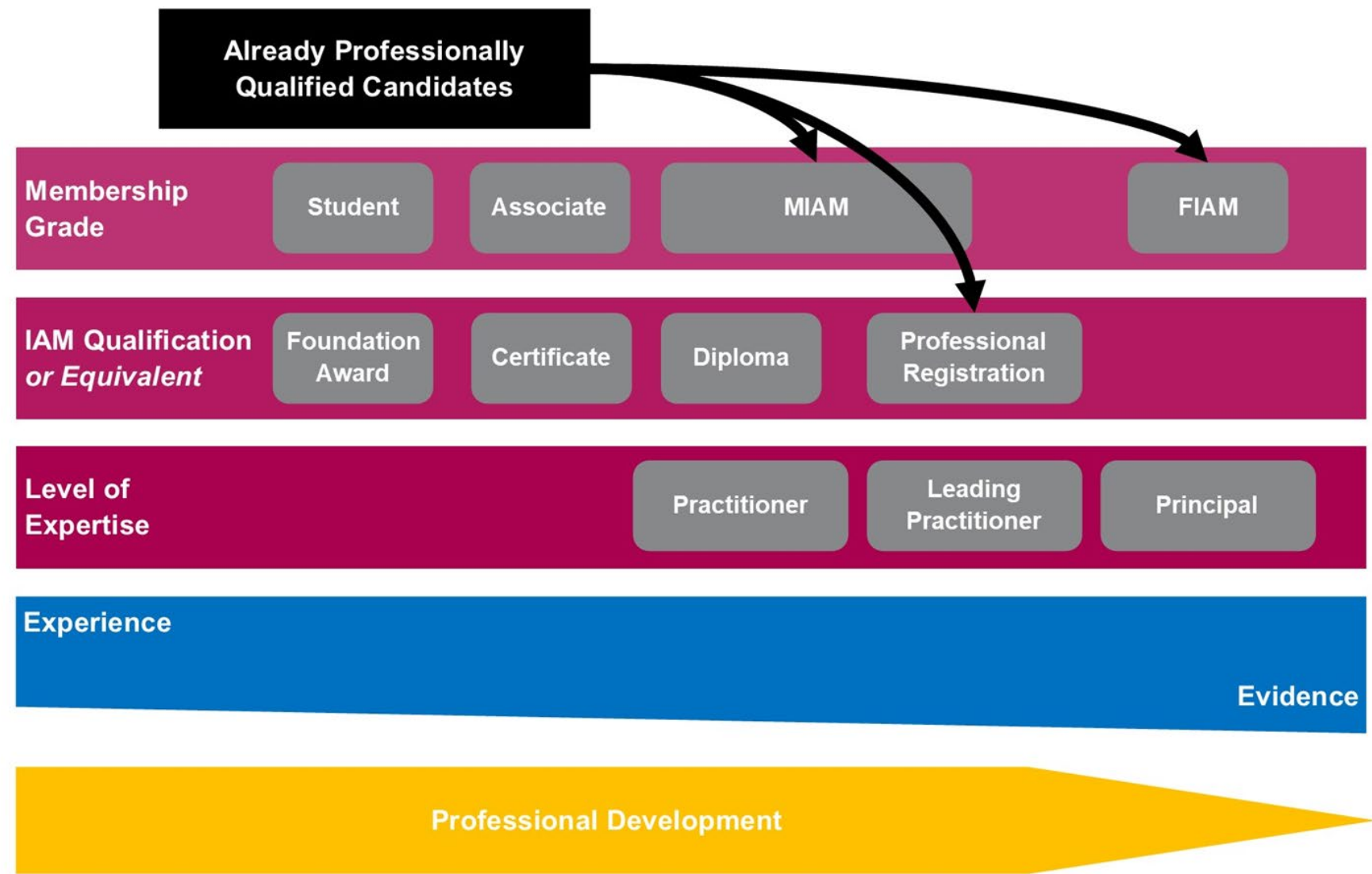
Can be applied to all sectors

Organizations can measure their capabilities against the requirements of ISO55001 and the GFMAM 39 subjects using the IAM Conceptual (6-box) model

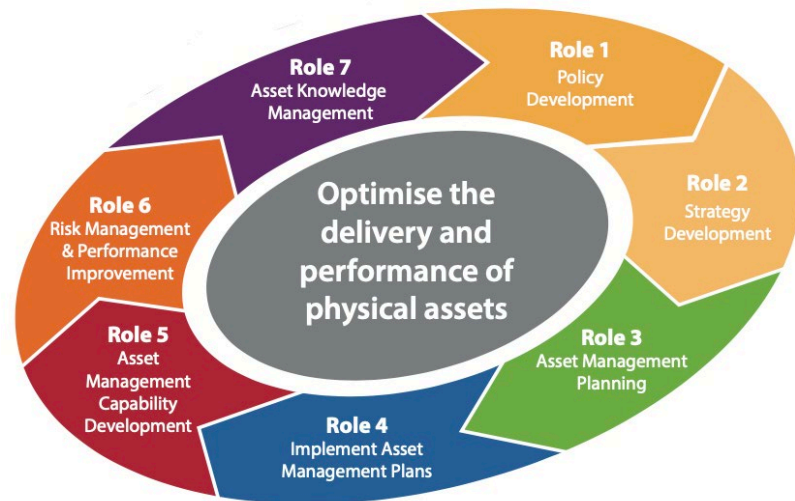
Can be used for self-assessment or by a third-party

It is not designed to replace certification assessment by a suitably qualified third-party.

Individual Journey



Asset Management Competences



Through the Competency Framework, the IAM helps organizations

- plan to develop their employees' asset management competences, and
- help individuals progress their professional development.

It creates a firm base from which the IAM can design qualifications which have value in a global market.

It sets out the level of achievement for each role:

- Level 0 – No experience
- Level 1 – **Practitioner**; Consolidating knowledge and an ability to work alone
- Level 2 – **Leading Practitioner**; holds senior responsibility & leads AM activity
- Level 3 – **Principal**; is accountable for AM delivery and provides expert knowledge

We have an active project reviewing this framework



IAM Qualifications



- The IAM Diploma is an advanced qualification which focuses on breadth and depth of knowledge and understanding, along with the application of professional judgment in practice.
- The Diploma is aimed at those with prior knowledge and experience of asset management, typically working in or preparing for specialist or management roles in asset management.

We have an active project reviewing the IAM Diploma question bank

- The IAM Certificate is an introductory qualification that recognizes individual asset management knowledge and understanding. It certifies your understanding of the fundamental principles of asset management.
- The IAM Certificate is aimed at those with some initial experience of working in an asset management role.



Qualifications Recognition Program



- Launched in March 2023
- Recognize qualifications that offer asset management education that is at least equivalent to IAM Certificate or Diploma
- Designed for academic institutions that offer asset management education either as part of a broader course, or as a stand-alone course.
- All courses recognized under the program will be listed on the IAM's website, along with the IAM qualification that will be awarded on completion of the course



**QUALIFICATIONS
RECOGNITION
PROGRAM**

Asset Management Professional (AMP)



- What is the Register of Asset Management Professionals
 - A global register launched in October 2020
 - Peer recognition for those working at the highest levels in asset management
 - Demonstrates breadth of experience across the discipline
- Criteria
 - Be a paying member, in good standing, of the IAM or another professional association
 - Have an IAM Diploma or a degree in a relevant subject and at least **two** years' experience working at an average level of **leading practitioner** across the seven key roles defined in the *IAM Competences Framework*,
 - **OR** no relevant degree qualification but at least **three** years' experience working at an average level of **leading practitioner** across the seven key roles defined in the *IAM Competences Framework*



Edwards Bursary

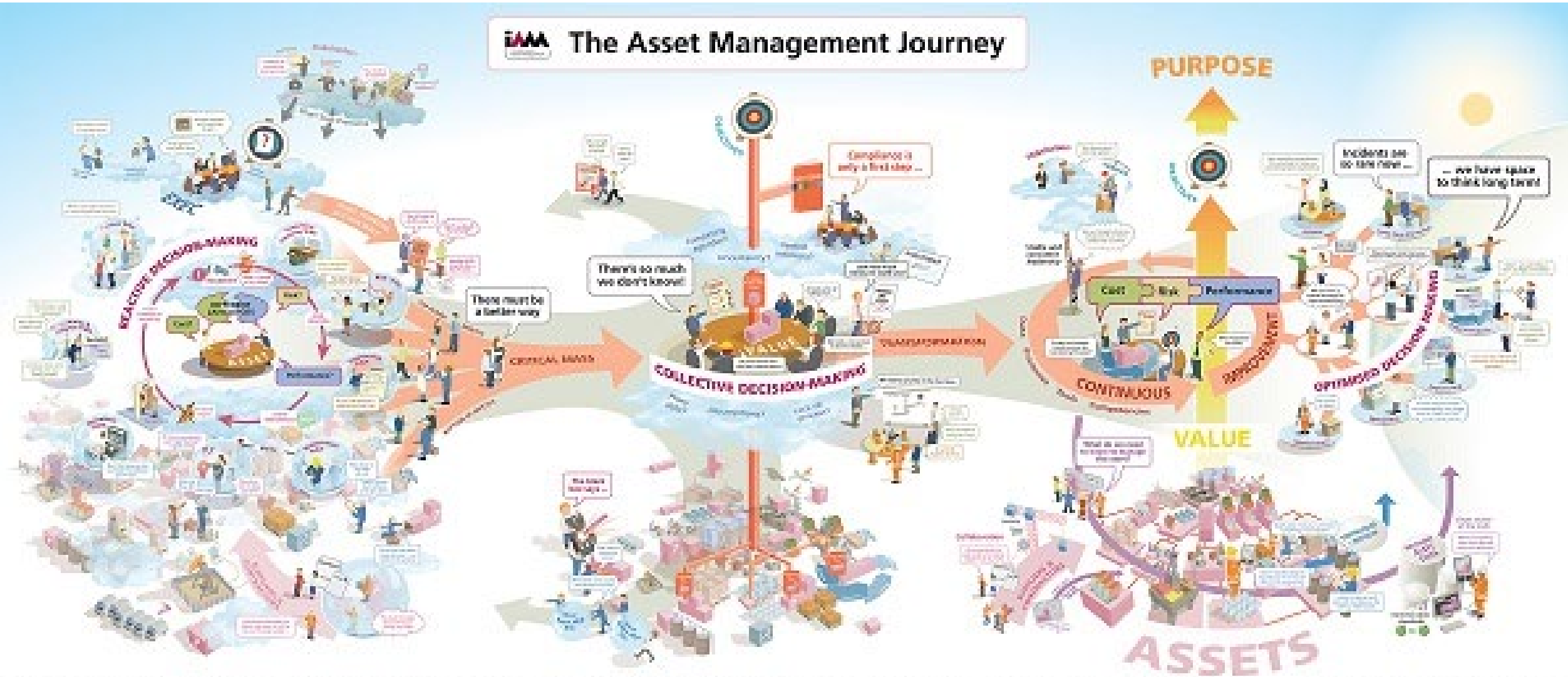


- First awarded 2023
- Designed to enable deserving individuals access to valuable learning opportunities and drive innovation within the asset management industry
- Applicants must meet the following criteria:
 - Be a current individual member of the Institute of Asset Management at student or associate level.
 - Demonstrate a genuine passion for asset management and a strong commitment to continuous learning.
 - Submit a compelling application detailing how the bursary will be utilized and the anticipated learning outcomes.
- Applicants can apply for a monetary contribution to support diverse learning experiences which include, but are not limited to:
 - Courses and Workshops
 - Taught Programs
 - Work Shadowing
 - Site Visits
 - Conferences and Seminars
 - Research Projects
- We are also seeking donations to the Edwards Bursary. Any monetary donation, large or small, will directly fund the bursary and impact the lives of aspiring asset management professionals

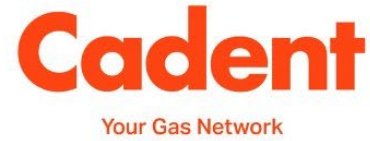


EDWARDS
BURSARY

Corporate Journey



IAM Patrons

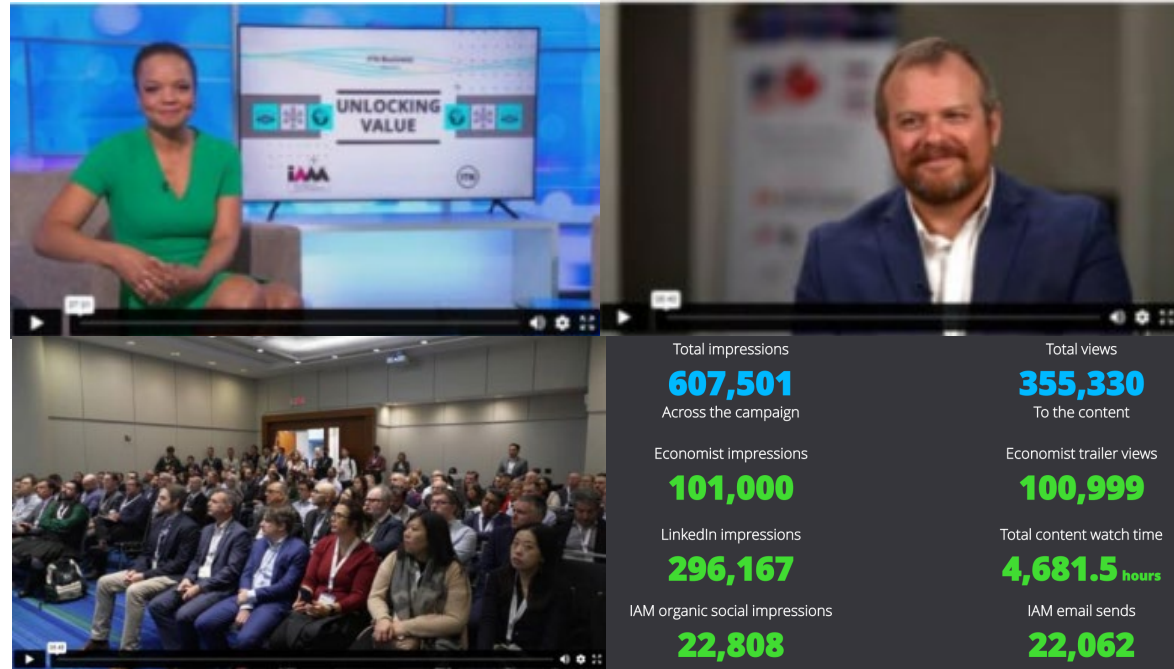


Unlocking Value

The IAM partnered with UK's ITN Productions to produce a broadcast quality program ***Unlocking Value***

The program explores the ways in which organizations are unlocking value:

- 5 corporate partner films
- 1 IAM editorial films
- 1 studio interview with Christian Roberts, IAM President



Why Outcomes Matter

The IAM partnered with UK's ITN Productions to produce a broadcast quality program *Why Outcomes Matter*

The program explores why it is so important to focus on outcomes when building infrastructure:

- 5 corporate partner films
- 1 IAM editorial films
- 1 studio interview with Christian Roberts, IAM President



Planning for the Long Term

The IAM partnered with UK's ITN Productions to produce a broadcast quality program *Planning for the Long Term*

Anchored by ITN's Sharon Thomas, the program focused on asset management and how to increase the long-term value assets provide to society and the economy.

The program comprises:

- 7 corporate partner films
- 2 IAM editorial films
- 1 studio interview with Dr. Christian Roberts, IAM President



The website and social media campaign was seen by over half a million people

 **272,700**
Total LinkedIn Impressions

249,200
Total Programme Views to the trailer

 **YouTube advertising campaign**
250,500
YouTube Impressions

14,152
Total YouTube views

Mega Trends 2022



Trend 1: Climate Change, Net-Zero, and Sustainability

Trend 2: Resilience, Futureproofing and Risk Management

Trend 3: Environmental, Social and Corporate Governance (ESG)

Trend 4: Equity and Social Justice (ESJ)

Trend 5: Societal Well-Being

Trend 6: Sustaining Delivery Capability – Human Capital, Outsourcing and the Supply Chain

Trend 7: Digital, Data Transparency and Disruptive Technologies

Trend 8: Cyber and Physical Security - Critical Infrastructure is the Modern Battleground

Trend 9: Infrastructure Deficit, Asset Modernization and Changing Service Requirements

Example Volunteer Opportunities

- Subject specific guidance documents
- Knowledge groups
- Curating knowledge from IAM Discussion Forum posts
- Competences framework
- GFMAM landscape revision
- Assets magazine articles
- Webinars
- Case studies
- Judging awards
- Chapter activities e.g. branch events, conferences, national events, NxtGen
- Translations
- IAM center committees (e.g. membership)



Volunteer Now



Volunteering with the IAM

Volunteers are at the heart of everything the IAM does. Many of the products and services that we offer would not exist without the support of volunteers during planning, development, and implementation stages.

We have an ambitious strategic plan, which outlines how we will support our members, help organisations enhance their asset management capabilities, grow our knowledge base, and develop the IAM and its global reach over the next three years. We need your help to make it happen!

Keep Up to Date with the IAM



- Ensure you are signed up for updates
- Follow our IAM LinkedIn page:

<https://www.linkedin.com/company/the-iam/>

We are posting something every working day

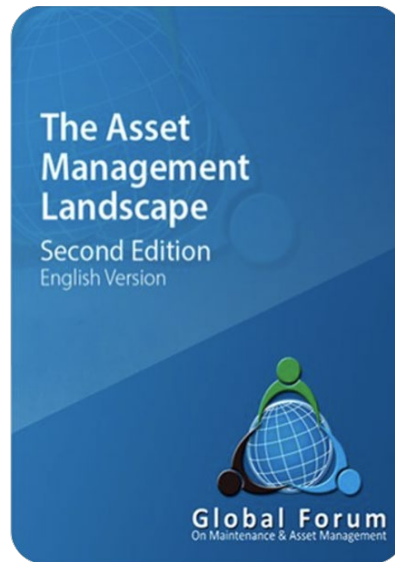
Over 26000 followers



Appendix



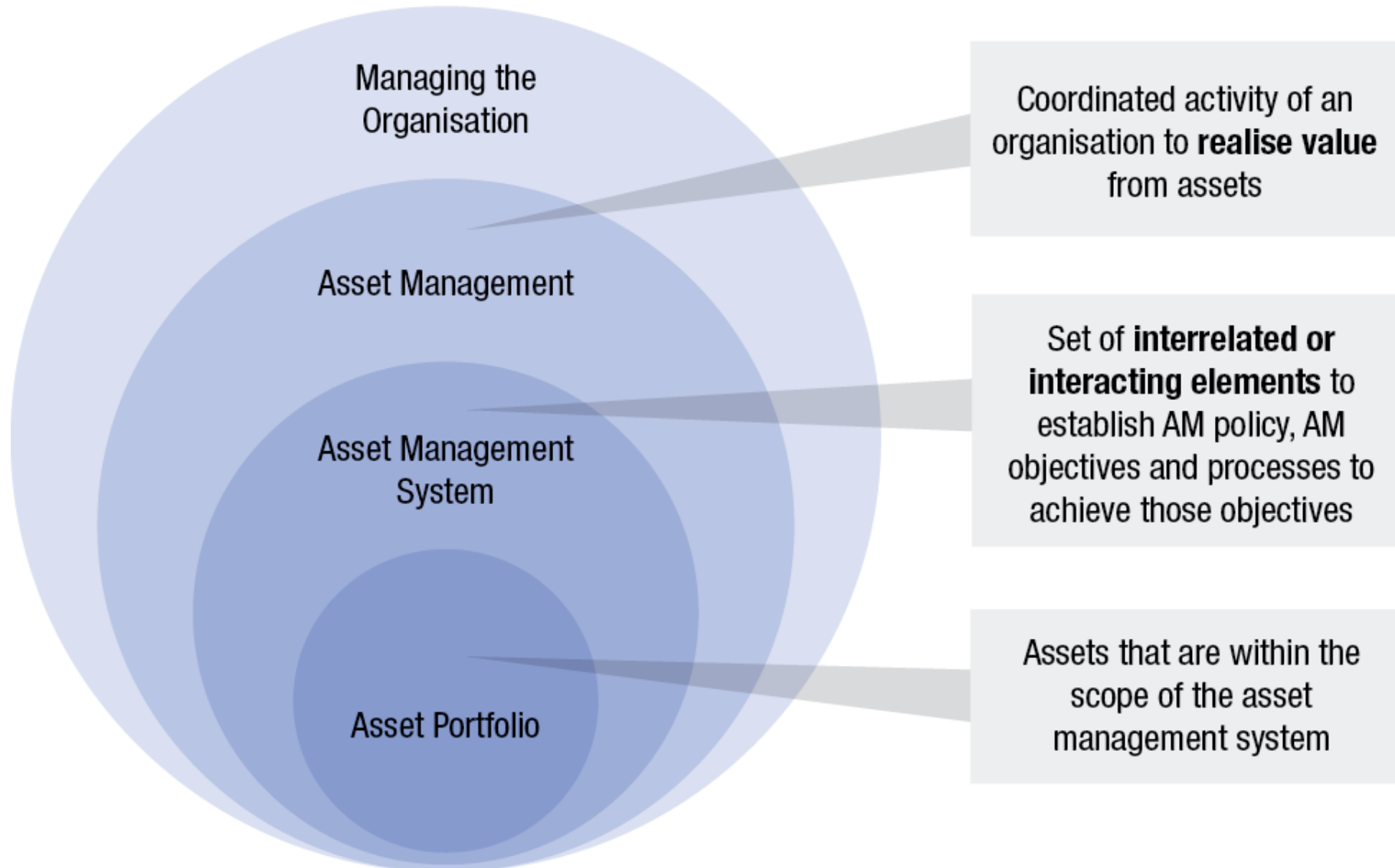
Asset Management International Definitions and Standards



ISO 55000 states
Asset Management is... "The coordinated activities of an organization to realize value from assets" and an asset is an "item, thing or entity that has potential or actual value to an organization"

GFMAM definition of asset management
"The life cycle management of Physical Assets to achieve the stated outputs of the enterprise"

The Asset Management System In Context





CONNECT

with your community



Meet with members of the asset management community and expand your networks

Network through our [local asset management communities](#) – our Chapters and Branches offer opportunities to meet new people and discuss a variety of different topics at events in your area

Meet asset management professionals from around the world and share best practices at in-person and virtual [global events](#)



Engage in discussion areas that are of interest to the global asset management community. [Join the discussion](#) via our online forum



DEVELOP

your capability



Enhance your career with our range of services to enable you to progress and take the next step in your professional journey, whatever that may be

Support your learning and development by clearly understanding what you need to know and be able to do, using the **IAM Competences Framework**

Develop your underpinning knowledge to succeed in the asset management profession with our **Qualifications and Courses** 

Demonstrate your commitment to lifelong learning with our **Continuing Professional Development (CPD)** framework to offer guidance and support

EXPAND

your knowledge



Access tools to support you in your day-to-day role

Access a variety of publications including subject specific guidelines, guides, and case studies to help you advance your asset management capabilities in our **Knowledge Library** 🧑‍💻

Learn from peers and experts in the field and contribute to knowledge development by **volunteering** with one of our committees or working groups


Find a **mentor** who can offer insight and support and share their experience with you whether you're just starting in asset management or moving into a new role



RECOGNITION

from your peers

Gain recognition and discover opportunities to contribute locally and globally to raise your profile and that of the asset management profession

Demonstrate your expertise and competence within asset management by becoming a registered Asset Management Professional 

Access the tools to demonstrate how asset management can positively impact the world's biggest challenges – support position statements and white papers or join a special interest group

Demonstrate your commitment to the profession and the Institute with our advanced membership grades

