BLACKBIRD FOR TRAINING

Strategic Maintenance & Asset Management Leadership

15 – 19 February 2027
Baku (Azerbaijan)



Strategic Maintenance & Asset Management Leadership

Ref: 3256001_358424 **Date:** 15 – 19 February 2027 **Location:** Baku (Azerbaijan) **Fees:** 5200 GBP

Introduction

This one-week program provides a strategic and leadership-focused approach to maintenance and asset management. It examines how organizations can align maintenance strategies with business objectives, optimize asset performance and lifecycle costs, strengthen maintenance decision-making, and lead multidisciplinary maintenance teams effectively.

The program also introduces the core principles of **ISO 55001 Asset Management** and their practical application within an organization.

Course Objectives

By the end of the course, participants will be able to:

- Develop maintenance strategies aligned with organizational and business objectives.
- Apply asset lifecycle management principles to maximize asset value and reliability.
- Establish and evaluate maintenance KPIs, performance measures, and benchmarking practices.
- Optimize OPEX and CAPEX through effective maintenance and asset management decisions.
- Apply criticality-based approaches to maintenance prioritization and resource allocation.
- Lead multidisciplinary maintenance organizations and drive operational excellence.
- Understand and apply key ISO 55001 asset management principles.
- Improve risk-based decision-making and long-term asset performance.

Course Outline

Day 1: Strategic Maintenance Management

1. Maintenance management as a strategic business function.
2. Aligning maintenance strategy with organizational objectives.
3. Developing maintenance policies, strategies, and governance frameworks.
4. Reliability, availability, maintainability, and asset performance.
5. Building a strategic maintenance roadmap and implementation plan.



Day 2: Asset Lifecycle Management & Criticality

1. Asset lifecycle management from acquisition to disposal.
2. Asset performance, reliability, and lifecycle cost optimization.
3. Asset criticality assessment and risk-based prioritization.
4. Maintenance strategy selection based on asset criticality.
5. Lifecycle decision-making and risk management.

Day 3: Maintenance Performance, KPIs & Cost Optimization

1. Maintenance KPIs and performance measurement frameworks.
2. Benchmarking maintenance performance and identifying improvement gaps.
3. OPEX optimization and maintenance cost control.
4. CAPEX planning, asset renewal, and investment prioritization.
5. Using data and performance indicators for management decision-making.

Day 4: Leadership of Maintenance Organizations

1. Strategic leadership in maintenance and asset management.
2. Leading multidisciplinary maintenance teams.
3. Organizational structures, roles, responsibilities, and accountability.
4. Workforce capability, competency development, and performance management.
5. Change management, communication, and building a high-performance maintenance culture.

Day 5: ISO 55001 & Integrated Asset Management Excellence

1. Introduction to ISO 55001 and asset management principles.
2. Asset management systems, governance, and organizational alignment.
3. Integrating risk, performance, cost, and lifecycle considerations.
4. Developing an asset management improvement and maturity roadmap.
5. Practical case studies, action planning, and strategic implementation.

Why Attend This Course? — Wins & Losses

Wins

- Better alignment between maintenance activities and business objectives.
- Improved asset reliability, availability, and lifecycle performance.
- More effective OPEX and CAPEX management.
- Stronger risk-based maintenance and investment decisions.
- Improved leadership and coordination across multidisciplinary teams.
- Greater understanding of ISO 55001 principles and asset management systems.



Potential Losses of Not Applying These Practices

- Unplanned downtime and reduced asset availability.
- Increasing maintenance and operating costs.
- Poor capital investment decisions.
- Inefficient allocation of maintenance resources.
- Higher operational and asset-related risks.
- Missed opportunities for continuous improvement and value creation.

Conclusion

Strategic Maintenance & Asset Management Leadership equips professionals with the strategic, financial, operational, and leadership capabilities required to manage assets effectively throughout their lifecycle.

By integrating maintenance strategy, performance management, criticality-based decision-making, cost optimization, leadership, and ISO 55001 principles, organizations can improve asset value, reliability, and long-term business performance.

Frequently Asked Questions FAQ

1. Who should attend this course?
Maintenance managers, asset managers, reliability professionals, engineering managers, operations managers, maintenance supervisors, and professionals responsible for asset performance and maintenance strategy.

2. Is the course suitable for senior managers?
Yes. The program has a strong strategic and leadership focus and is suitable for managers responsible for maintenance, assets, operations, engineering, and capital planning.

3. Does the course cover ISO 55001?
Yes. The final day provides an overview of ISO 55001 principles, asset management systems, governance, and practical implementation considerations.

4. Will the course address maintenance costs?
Yes. OPEX optimization, CAPEX planning, lifecycle costs, investment prioritization, and maintenance cost control are key components of the program.

5. Is the course practical?
Yes. The program incorporates practical examples, case studies, criticality-based decision-making, KPI analysis, and strategic action planning.

