



ASSET MANAGEMENT FOR MAINTAINERS

CERTIFIED TECHNICAL SPECIALIST IN ASSET MANAGEMENT (CTAM)



WPiAM

*World Partners in
Asset Management*



**CONNECTING MAINTENANCE
WITH ASSET MANAGEMENT**

Turn maintenance experience into
recognised asset management capability.

Context

Every organisation on earth is practising asset management, most do not realise it.

People make strategic, tactical and operational decisions daily to support organisational objectives; however, in the absence of guiding principles, most organisations incur unnecessary costs, risks creep in, and performance is focused on short-term wins, not longer-term gains.

You and your organisation are already applying asset management!

Who should attend?

This course isn't only for technicians and front line workers. This course is for anyone who supports their organisation in asset management decision-making. This course is designed specifically for:

- Maintenance Technicians
- Tradespeople
- Maintenance Planners & Schedulers
- Reliability Engineers
- Maintenance Supervisors
- Maintenance Managers
- Operations personnel transitioning into asset management

Are you trying to reduce reactive maintenance?

Are PM tasks being cut due to budget?

Do you struggle with backlog and deferred maintenance risk?

Do you want to influence long-term investment decisions?

Are you asked to "do more with less" without strategic clarity?

Do you want to connect maintenance to whole-of-life cost (TOTEX)?

**Maintenance is not just a cost centre.
It is a strategic lever for asset performance.**

Course Design

This course translates ISO 55001 and the GFAM Maintenance Framework into practical application.

It explains:

- ✓ **How an AMP links to the Technical Maintenance Plan (TMP)**
- ✓ **How RCM, FMEA, FMECA, MRA and LORA support lifecycle decisions**
- ✓ **How maintenance maturity impacts cost, risk and performance**
- ✓ **How to shift from reactive to proactive maintenance**
- ✓ **How maintainers influence CAPEX vs OPEX decisions**



Designed by a Maintenance & Asset Management Practitioner

Martin Kerr began his career as a Maintenance Fitter and Machinist, building his foundations in heavy industry before progressing through maintenance, reliability, and asset management roles to eventually become CEO of a heavy maintenance engineering business. A Certified Maintenance and Reliability Professional (CMRP), Martin has spent his career connecting front-line maintenance practices with broader asset management outcomes, helping organisations improve reliability, performance, and value from their assets.

Martin is a Certified Fellow in Asset Management (CFAM) and an Asset Management Chartered Professional (AMCP) and is also a Certified Asset Management Assessor (CAMA). He works with organisations across infrastructure, utilities, and asset-intensive industries to assess asset management maturity and deliver practical training that links maintenance capability with effective asset management.

Martin also served as Convenor for the revision of ISO 55001:2024, leading the international working group responsible for updating the asset management standard. He is the Technical Director for the World Partners in Asset Management (WPIAM) Global Certification Scheme the author of Organisational Change Management for Asset Management.

His approach combines practical experience from the workshop floor to the boardroom, helping maintenance and operational teams apply asset management in a practical and meaningful way.

What you walk away with

- Clear understanding of how maintenance supports asset value**
- Ability to explain the AMP and TMP in practical terms**
- Tools to justify and influence maintenance investment**
- Insight into reliability-centred thinking**
- Greater influence in asset decision-making**
- Pathway to CTAM global certification**

Audience Profile

This course is ideal for organisations seeking to:

- Improve maintenance maturity
- Reduce reactive maintenance
- Strengthen planning and scheduling
- Connect maintenance to asset strategy
- Improve cost transparency (CAPEX vs OPEX)
- Prepare for ISO 55001
- Reduce risk exposure from deferred maintenance

Delivery

- Face to Face (your location or one of our APAC locations)
- Virtual (via Zoom or MS Teams)
- Hybrid (a blend of face-to-face and virtual)

Note: Courses delivered in-house have the option of examples being tailored to the organisation.

Participants

Participants should have:

At least 2 years' experience in maintenance, reliability, or operations

OR

Exposure to maintenance planning, execution, or asset performance

Asset management experience is not required; this course provides that capability.

Duration

8 hours (one day)

CTAM Exam

The World Partners in Asset Management (WPiAM) Certified Technical Specialist in Asset Management (CTAM) Exam is included in the course fee.



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