

Procurement Category Management Strategy Training Course

23 – 27 August 2027
Munich

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Overview

Procurement Category Management Strategy Training Course is a one-week intermediate course for procurement and sourcing professionals who leave with a Category Strategy Delivery Pack. Participants apply procurement category management, category spend segmentation, demand analysis, supply market analysis, stakeholder alignment, category strategy development, and category benefits tracking. The course uses category profiles, portfolio matrices, value levers, implementation roadmaps, governance routines, and performance reviews. Agile Leaders Training Center delivers this course in procurement category management.

Who Should Attend

- Procurement teams responsible for grouping spend and setting category direction
- Sourcing teams responsible for market analysis and category-specific sourcing choices
- Supply management teams responsible for supplier portfolios and category risks
- Finance teams responsible for spend baselines, cost drivers, and benefit validation
- Operational teams responsible for demand forecasts and stakeholder requirements

The course assumes participants analyze procurement data or support sourcing decisions at work and leaves out tender administration, contract drafting, certification preparation, and supplier-specific system configuration.

Departments and Industries

The course supports departments that plan, source, govern, and review third-party spend across multiple sectors.

- Procurement and strategic sourcing
- Finance and business planning
- Manufacturing and industrial operations
- Healthcare and pharmaceutical supply
- Technology and professional services

Learning Objectives

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

- Apply a category segmentation model to third-party spend.
- Analyze demand, stakeholder needs, and supply market conditions.
- Build a category profile with risks and value levers.
- Prioritize sourcing and supplier actions within a category strategy.
- Use implementation governance and benefit-tracking controls.
- Evaluate category performance and update the strategy.

Course Agenda

Day 1: Define and Segment Categories

- Category Management Lifecycle Map
- Spend Taxonomy and Classification Tree
- Category Spend Segmentation Matrix
- Category Scope and Boundary Canvas
- Category Stakeholder Responsibility Map

Day 2: Build the Category Baseline

- Spend Data Quality Checklist
- Demand Driver and Forecast Worksheet
- Stakeholder Requirement Prioritization Grid
- Total Cost Driver Analysis
- Category Baseline Profile Template

Day 3: Analyze Markets and Suppliers

- Supply Market Structure Analysis
- Market Trend and Scenario Scan
- Supplier Portfolio Positioning Matrix
- Category Risk and Resilience Register
- Market Engagement Evidence Plan

Day 4: Formulate and Mobilize Strategy

- Category Value Lever Framework
- Strategic Option Evaluation Scorecard
- Category Strategy-on-a-Page
- Category Initiative Prioritization Matrix
- Implementation Roadmap and Governance Calendar

Day 5: Practice Category Strategy Control

- Suggested Exercise: Diagnose a Category Spend Baseline
- Suggested Exercise: Challenge a Supply Market Assessment
- Suggested Exercise: Select Category Value Levers
- Suggested Exercise: Build a Benefits Tracking Dashboard
- Capstone Exercise: Complete a Category Strategy Delivery Pack

Practical Exercises

The course uses suggested activities with fictional spend, demand, market, supplier, and performance information.

- Suggested activity: classify purchases and define category boundaries for an industrial operations case.
- Suggested activity: combine stakeholder demand with supplier-market evidence for a healthcare supply category.
- Suggested activity: compare value levers and sequence initiatives for a technology services category.
- Suggested activity: review benefits, risks, and governance actions against a category roadmap.

FAQs

Who suits procurement category management, and what does the course assume?

Procurement, sourcing, finance, operations, and supply professionals responsible for categories suit procurement category management. The course assumes experience with procurement data, stakeholder requirements, sourcing decisions, or supplier oversight.

How does procurement category management differ from general strategic procurement?

Procurement category management organizes third-party spend into defined categories and builds a repeating strategy for each category, while general strategic procurement covers broader sourcing, purchasing, contracting, and supplier practices.

What should a procurement category strategy include?

A procurement category strategy should include scope, spend and demand baselines, stakeholder requirements, supply-market evidence, supplier and risk analysis, value levers, prioritized initiatives, an implementation roadmap, governance, and benefit measures.

How does category spend segmentation support procurement decisions?

Category spend segmentation groups related purchases into decision units, exposes demand and cost patterns, assigns ownership, and helps teams concentrate analysis and sourcing effort where value, risk, or supply complexity is greatest.

How should category benefits tracking work?

Category benefits tracking should define baselines, owners, measures, evidence, review dates, and corrective actions for financial and nonfinancial outcomes. Finance, procurement, and operational stakeholders should validate results consistently.

Conclusion

Participants take back a Category Strategy Delivery Pack. It combines a category profile, spend and demand baseline, market and supplier analysis, value-lever choices, prioritized initiatives, roadmap, governance calendar, risk register, and benefits dashboard. The pack helps teams replace isolated sourcing activity with an evidence-led category cycle that can be implemented, reviewed, and refreshed.