



Strategic Asset, Property, and Inventory Management with Insights into Facilities and Customer Services

26 July – 6 August 2027
Casablanca



Strategic Asset, Property, and Inventory Management with Insights into Facilities and Customer Services

Ref: 36377_27968 **Date:** 26 July – 6 August 2027 **Location:** Casablanca **Fees:** 7000 Euro

Course Overview:

This training program is designed for senior officials seeking an integrated approach to Asset Management, Property Management, and Inventory Management, with additional insights into Facilities Management and Customer Services. The course equips participants with strategic decision-making tools and an understanding of the latest technologies and innovations in management. Participants will leave with a clear understanding of how to optimize operations, maximize asset value, and enhance overall management efficiency in their organizations.

Target Audience:

- Senior Managers and Executives
- Directors of Operations, Property, and Asset Management
- Strategic Planners

Targeted Organizational Departments:

- Executive Leadership Teams
- Asset Management Division
- Property Management and Real Estate Office
- Inventory Control and Supply Chain Management
- Facilities and Operations Management

Course Offerings:

By the end of this course, participants will:

1. **Asset Management:** Master asset lifecycle strategies, make high-level decisions on asset acquisition, utilization, and disposal, and implement cutting-edge technologies to optimize asset performance.
2. **Property Management:** Gain a deep understanding of managing high-value property portfolios, with a focus on financial oversight, legal compliance, and maximizing property ROI.
3. **Inventory Management:** Implement advanced techniques to streamline inventory operations, reduce holding costs, and leverage data analytics for strategic decision-making.
4. **Facilities and Customer Services:** Understand the fundamentals of facilities management and the importance of customer service in maintaining operational excellence, particularly in large, multi-faceted organizations.

Training Methodology:

This program employs a blend of strategic lectures, In-depth discussions, case studies, and workshops. The course is designed to engage participants at a strategic level, ensuring they can directly apply learned concepts to their leadership roles.

Course Toolbox:

- Executive notes and handouts
- Case studies tailored to the participant's industry
- Strategic frameworks and decision-making tools
- Curated reading lists and resources for senior executives

Course Agenda:

Day 1: Strategic Asset Management

- **Topic 1:** Asset Management from Strategy to Execution
- **Topic 2:** Asset Lifecycle Decisions: Acquisition, Utilization, and Disposal
- **Topic 3:** Risk Management in Asset Performance
- **Topic 4:** Leveraging Technology and Real-Time Data for Asset Optimization
- **Topic 5:** Financial Oversight in Asset Management: Maximizing ROI
- **Reflection & Review:** Discussion on applying strategic asset decisions in high-value projects.

Day 2: Property Management Strategies

- **Topic 1:** Strategic Property Portfolio Management
- **Topic 2:** Balancing Property Investment with Operational Efficiency
- **Topic 3:** Financial Oversight in Property Management
- **Topic 4:** Navigating Legal, Regulatory, and Risk Considerations in Property Portfolios
- **Topic 5:** Case Study: Managing High-Profile Property Assets
- **Reflection & Review:** Case discussion on maximizing property value and performance.



Day 3: Advanced Inventory Management

- **Topic 1:** Inventory as a Strategic Asset: Planning and Control
- **Topic 2:** Leveraging Data Analytics for Inventory Optimization
- **Topic 3:** Reducing Inventory Costs While Maximizing Availability
- **Topic 4:** Inventory Forecasting Techniques for Long-Term Planning
- **Topic 5:** Real-Time Inventory Solutions for Senior-Level Oversight
- **Reflection & Review:** Feedback on optimizing inventory operations at the executive level.

Day 4: Strategic Facilities Management and Customer Experience

- **Topic 1:** Fundamentals of Facilities Management for Senior Executives
- **Topic 2:** Ensuring Operational Efficiency in Facilities
- **Topic 3:** Health, Safety, and Compliance Strategies in Facilities
- **Topic 4:** Enhancing Stakeholder Satisfaction through Superior Customer Service
- **Topic 5:** Using Facility Design to Improve Customer and Employee Experience
- **Reflection & Review:** Feedback session on integrating customer service into facilities management.

Day 5: Comprehensive Strategic Integration and Action Plan

- **Topic 1:** Integrating Asset, Property, and Inventory Strategies for Long-Term Success
- **Topic 2:** Decision-Making Tools: From Data to Actionable Insights
- **Topic 3:** Case Study: Applying Integrated Management Principles in High-Value Projects
- **Topic 4:** Performance Metrics for Senior-Level Oversight and Control
- **Topic 5: Final Review:** Best Practices for Strategic Management in Complex Environments
- **Reflection & Review:** Action plan to apply key takeaways to the participant's organization.

Day 6: Innovative Technologies in Asset and Facilities Management

- **Topic 1:** Emerging Technologies in Asset Management
- **Topic 2:** The Role of IoT in Facilities Management
- **Topic 3:** Smart Technologies for Inventory Management
- **Topic 4:** Digital Transformation: Strategies for Implementation
- **Topic 5:** Case Study: Technology-Driven Success Stories
- **Reflection & Review:** Discuss implications of technology on management strategies.



Day 7: Leadership and Change Management in Asset and Facilities Management

- **Topic 1:** Leadership Skills for Asset and Facilities Management
- **Topic 2:** Change Management Strategies in Complex Environments
- **Topic 3:** Engaging Stakeholders in Strategic Change Initiatives
- **Topic 4:** Building Resilience in Asset and Facilities Operations
- **Topic 5:** Final Discussion: Future Trends and Sustainability in Asset Management
- **Reflection & Review:** Personal leadership development plans and action steps for future application.

How This Course Stands Out:

This course stands out by focusing on the unique needs of senior-level officials managing high-stakes operations. It offers strategic insights and case studies, ensuring participants can directly apply the learnings to their leadership roles. The course emphasizes high-impact decision-making, tailored for those leading multi-disciplinary teams across asset, property, inventory, and facility management functions.

Participants will leave the course with confidence, armed with actionable strategies and a clear framework for integrating these critical management functions into their organization's long-term strategic plan.