

**The GAME - interactive business game for
Maintenance & Asset Management professionals**



**Norwegian
Society of
Maintenance**



VDM^{XL}

Value Driven Maintenance & Asset Management

- the Great Asset Management Experience
- the business GAME for Maintenance & Asset Management professionals

Don't miss the opportunity to participate in The GAME and learn how to manage the performance of the Maintenance & Asset Management organization!

June 21st-22nd 2022, Quality Hotel Olavsgaard, Skjetten

Norwegian Society of Maintenance
in collaboration with:

mainnovation

Technical organizer:



VDM^{XL} Value Driven Maintenance

European industry is ageing. Recent research shows that almost half of our industrial equipment will need to be replaced between 2015 and 2025. Because of the economic crisis, however, many companies lack the financial resources to do so. As closure becomes a very real threat, lengthening the service life of machinery is often the only way to keep industrial production in the West. And this needs to happen in a strongly globalizing economy that is facing increasing competition from low-wage countries, that are home to relatively new and modern plants. Their maintenance work must include extending the service life of machinery, replacing parts that need to be replaced, and modernizing the systems that are in place. But how does one organize such work and, crucially, how does one do so in an economically viable way?

Value Driven Maintenance & Asset Management, or simply VDM^{XL}, explains how maintenance, extending the service life, and modernization can add maximum economic value to an existing plant or fleet, or to existing infrastructure. The work is based on a quantitative control model, a control panel with 12 KPIs, sector-specific benchmarks, and over 50 best practices. Striking cases of DSM, Pepsico, GlaxoSmithKline, Volvo Cars, and many other companies show just how valuable VDM^{XL} can be in practice.

All participants will receive a copy of the VDM^{XL} book.

The GAME is an interactive business game for Maintenance & Asset Management professionals

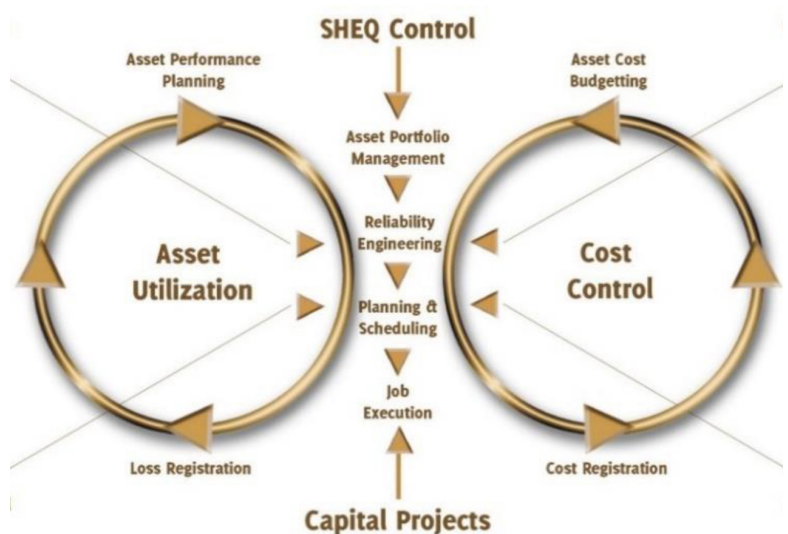
In The GAME, different technical departments become opposing players with the objective of creating maximum economic value for a fictitious pharmaceutical company. By playing The GAME, participants learn how to manage the performance of the Maintenance & Asset Management organization by making use of Key Performance Indicators, benchmark data and best practices, such as RCM, TPM and RBI.

The GAME stands for The Great Asset Management Experience and has the following characteristics:

- Competitive business game with 4-8 teams
- 5 rounds with different assignments
- Real-time benchmark reports and value calculations
- Various VDM^{XL} methodology-based theory segments
- Case studies in support of the theory segments
- VDM^{XL} Award for the team that creates the highest economic value
- Intensive learning experience with a high fun factor

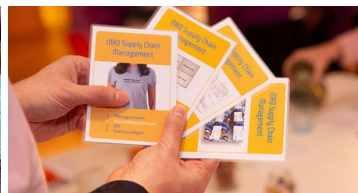
The GAME has since been played throughout the world and is also highly suited for use as a change instrument in support of major change projects.

Our VDM^{XL} Competency Model

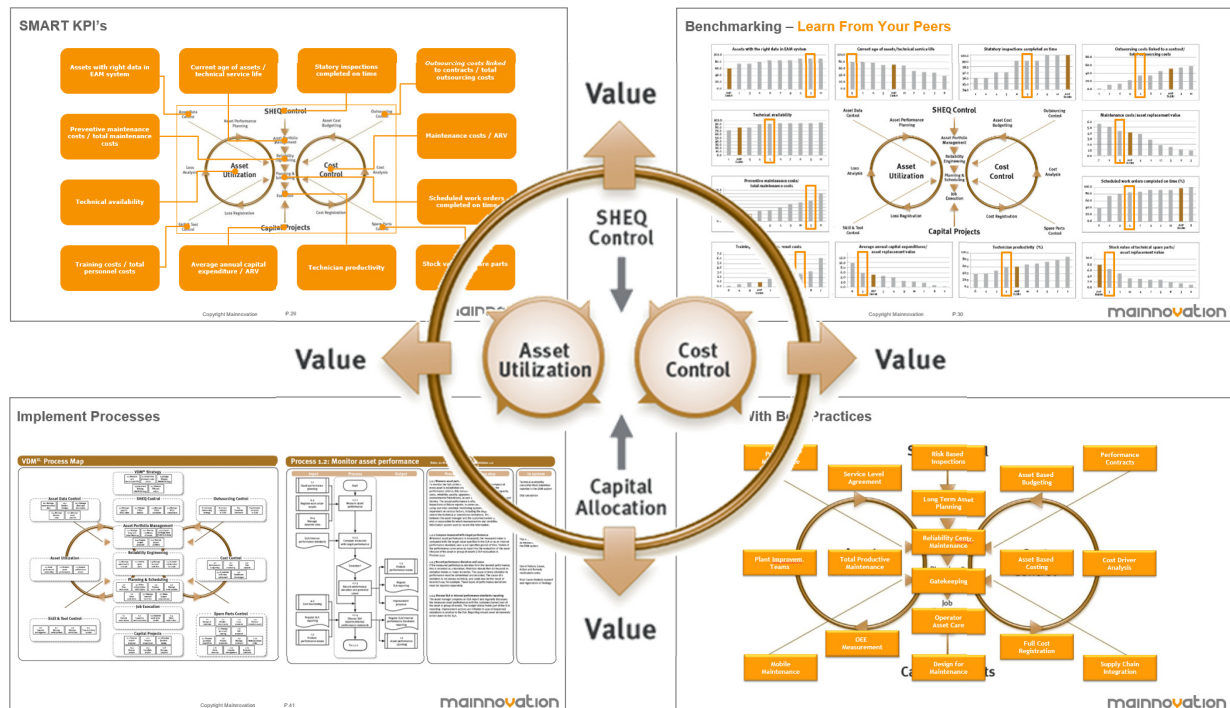


Instructor: Mark Haarman,
Managing Partner and Owner, Mainnovation

Mark Haarman is a pioneer in maintenance and asset management and a respected international speaker. He is one of the founders of Mainnovation, a leading consulting firm specializing in Maintenance and Asset Management. He is also a author of the books VDM, New Faith in Maintenance and VDM^{XL}, Competing With Aging Assets



Theory



Learning objectives

- By playing the GAME, participants learn how to **improve the performance** of the Maintenance & Asset Management organization through:
 - Understanding and exploiting the link between maintenance and **added value**
 - Creation of own VDMXL **business case** in maintenance & asset management
 - Proactively anticipate **changing circumstances** and external influences
 - Exploiting and optimising **interactions between stakeholders** in maintenance
 - Creating awareness and **commitment to change**
 - Applying **VDMXL basics**
- The use of **competition elements** creates a learning environment that motivates the team to apply the theory in the right way.
- The winning team receives a **trophy** at the end of the day.

The content

The GAME standard consists of a **2-day training** in which 20 to 30 people will participate.

- The training day will be supervised by two experienced **GAME facilitators** from Mainnovation.
- **Five theory blocks** are provided with the following substantive themes:
 - General explanation about **strategy determination** based on VDMXL value calculation
 - Setting up a winning maintenance & asset management organization by using the VDMXL **competency model** and **benchmarking**.
 - **Applying specific best practices** around IT, processes, predictive maintenance, reliability engineering, planning & work preparation
 - **Performance management** with explanation of the use of KPIs, benchmarking, control panels and performance consultation structures
 - Best practices for a successful **life cycle management** approach to your assets
 - **Tuning** of the theory blocks is possible on request