





The Asset Leadership Network
is a not-for-profit trade association
focused on impacting asset
management across all industries,
markets, and sectors that are
dependent on assets to achieve
strategic organizational objectives.



Love

Human
Resources

• People

Human
Resources

• People

Finance

• Money

Human
Resources

• People

Finance

• Money

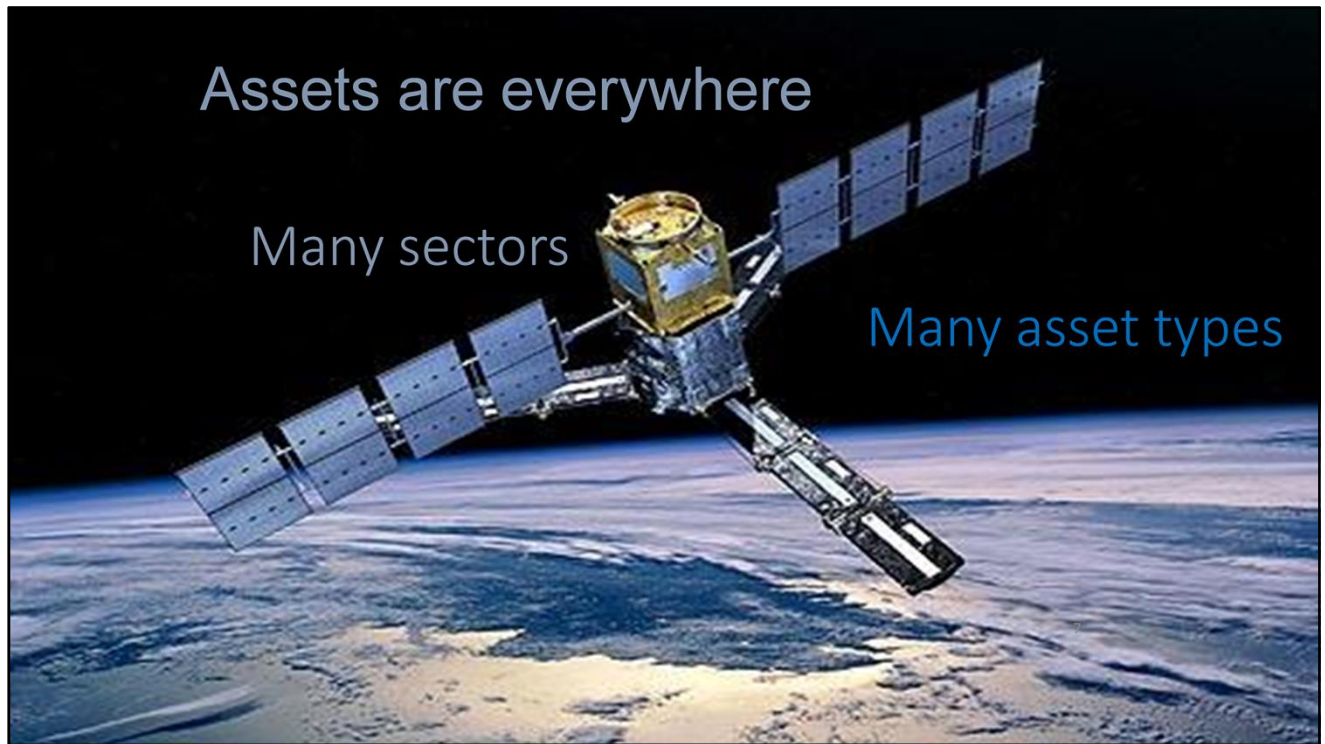
Asset
Management

• Stuff



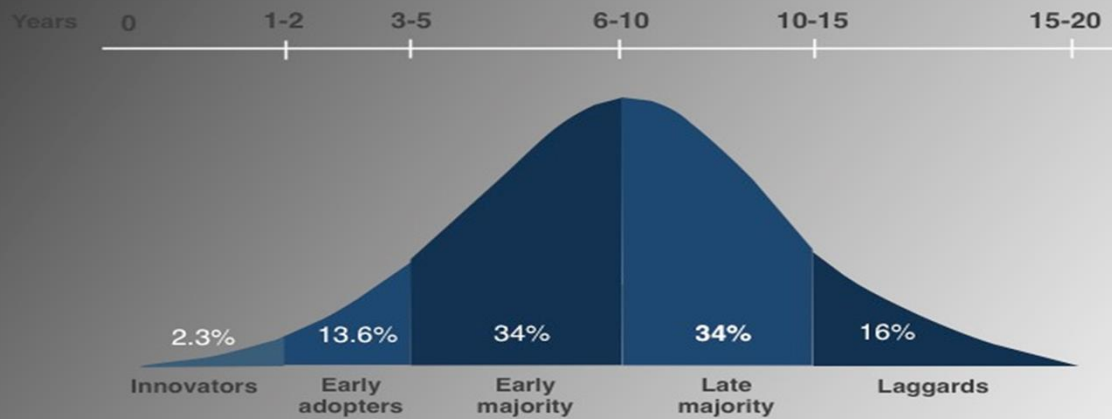
Asset Management

- The **coordinated activity** of an organization to realize value from assets
 - ISO 55000



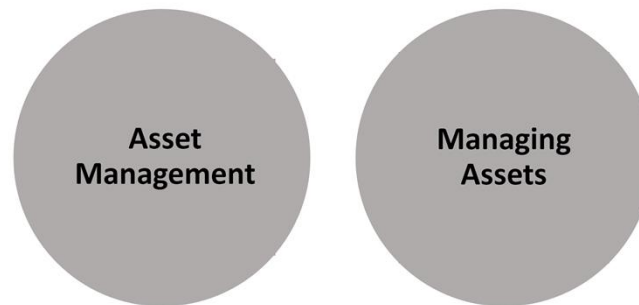
Love that my profession is Asset Management

The Technology Adoption Curve



Note: On average, a company will need at least 6-10 years in a market to establish market category dominance

TC/251 Convention



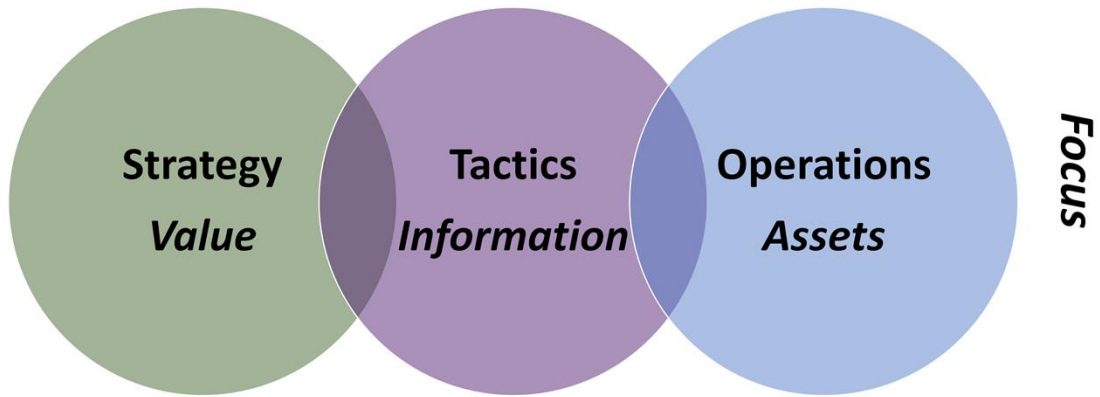
Asset management is not
managing assets

A useful distinction.
Separates lifecycle activities from strategic AM



Asset Management System

- Management system for asset management whose function is to **establish** the asset management **policy** and asset management **objectives**
- Spans **strategy** and **tactics**, leading to processes impacting **assets**



Comprehensive Asset Management