Doubling of share price, putting a man on the moon, turning an old refinery into a world-class facility and improving safety are all outcomes that have been delivered by implementing asset management.

But just as a tree needs the right climate and soil to produce wonderful fruit, so too, asset management must have the right environment to flourish; the right leadership, behaviour and culture.

This book, Living Asset Management highlights our abundant potential to develop and change leadership, culture and behaviour so that asset management will produce the outcomes we want.

Physical assets and management systems are visible and tangible like the trunk and branches of a tree. Leadership, emotions, culture and behaviours are invisible and intangible. Yet, they are essential to an organisation. Just as a tree is not merely a collection of trunks, branches and leaves, neither is an organisation merely a collection of assets and their plans and processes. Without the right leadership, culture and behaviours, an organisation cannot produce its desired outcomes, just as without the right soil, nutrients, environment, and gardeners, a tree cannot produce its fruit.
LIVING ASSET MANAGEMENT

About the Authors

João Ricardo Barusso Lafraia is the author of the Handbook of Reliability, Availability and Maintainability, Leadership for Safety, Health and Environment and co-author of Strategic Reliability Management, Creating the Habit of Excellence, Value-based Leadership. He has also authored several articles and lectures on Management Excellence Reliability and Environmental, Health and Safety. He is currently the general manager of Refining Operating Efficiency at Petrobras, Brazil. He is the President of ABRAMAN (Brazilian Association of Asset Management and Maintenance) and holds the Executive position with the Global Forum on Maintenance and Asset Management.

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About ABRAMAN

Founded on October 17th, 1984, in Rio de Janeiro, ABRAMAN—Brazilian Maintenance Association is a private technical scientific society, non-profitable, that aims at joining professionals, companies and institutions involved with Maintenance. Nowadays, ABRAMAN has more than 2,700 members among companies and professionals of this sector. Since its foundation, three important attributes have been ABRAMAN’s goals: Support, Reliability and Quality.

www.abraman.org.br

About Asset Management Council

The Asset Management Council Ltd is a non profit organisation committed to the promotion and education of optimal asset management practices in industrial, commercial, academic and government organisations. Our mission is to create a broad awareness of the value of asset management, nurture a common understanding of asset management, and provide a portal to asset management knowledge and resources.

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