FROM BODY OF KNOWLEDGE TO WORKING PRACTICE

The Asset Academy as a living online book—connecting professional knowledge, digital tools, simulation, case evidence and accountable action

AMBOK • SDBOK • AMS • DATA • MAINTENANCE • SHUTDOWNS • CASES • AI

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LIVING ONLINE BOOK

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INDUSTRY FEATURE

From Body of Knowledge to Working Practice

The Asset Academy as a living online book for asset management

By Johan Snyman, TFIEAust, CEngT, NER, IntET(Aus), CAMA2, CSAM | Reviewed 21 July 2026

Asset management knowledge is abundant; implementation discipline is not. The Asset Academy was created to close that gap by joining standards-based learning, role clarity, practical tools, simulations and grounded case studies in one connected digital environment. Its proposition is deliberately practical: begin with a real problem, understand the system around it, and leave with a better decision or a usable next step.

Why another asset management website?

The asset management profession is not short of standards, frameworks, textbooks or conference papers. Its recurring difficulty is translation. A board may endorse a policy and a Strategic Asset Management Plan (SAMP), while supervisors still contend with poor work packs, inconsistent priorities, unreliable master data and shutdown scope that changes too late. Each function can be busy and technically competent, yet the line of sight from organisational purpose to daily work remains weak.

The Asset Academy was founded to work in that translation space. It is a practitioner-led professional development and implementation-acceleration platform: part online body of knowledge, part learning environment and part workshop. The site gathers asset management systems, digital asset management, maintenance and work management, shutdown management, audit and maturity assessment, lifecycle planning, decision-making and serious games into a single architecture. It does not present asset management as a specialist department. It presents it as business management applied to assets, connecting strategy, finance, risk, engineering, operations, maintenance, projects, information and people.

The website is designed for the moments in which practitioners ask practical questions: What is failing? Who owns it? Which process should be working? What evidence should exist? What decision is required now? By moving from those questions to structured learning and tools, the site aims to shorten the distance between knowing and doing.

Start with the live platform: **The Asset Academy home page**.

Founder intent: activity is not the same as impact

Founder Johan Snyman's intent is rooted in a career that began on the tools and expanded into system leadership. He worked as a radar technician, electrician and automation specialist before moving through defence, steel, mining, oil and gas, utilities, facilities and ports. A serious refinery incident involving a hydrogen vessel in 2010 became a turning point. The task was not simply to restore equipment; it was to restore integrity. Formal study and engagement with asset management thinkers helped him connect reliability, investment, risk and long-term organisational value.

> ***"Assets exist to deliver value. Our job is to make that value visible, measurable and achievable."***
> — Johan Snyman, founder of The Asset Academy

The founder's position is therefore deliberately unsentimental about both technology and compliance. A new platform is not an improvement if it digitises ambiguity. A completed work order is not proof that risk was reduced. A compliant document is not an operating system if people cannot find it,

understand it or use it. Snyman's recurring test is straightforward: is the activity helping the asset, the operation or the business? If not, it should be challenged.

This explains the tone of the website. Its material is direct, visual and implementation-oriented. It uses standards as disciplined foundations, but does not ask readers to admire frameworks from a distance. It asks them to apply the framework, expose gaps, make trade-offs and take ownership of the result.

A living book of practice

The most useful way to understand The Asset Academy is as a living online book whose chapters can be read, tested and used. The knowledge pages provide the explanatory chapters. The standards and reference portal supplies the bibliography and technical spine. Case studies show how ideas behave under organisational pressure. Interactive builders, simulators, maturity reviews and ready reckoners act as the working pages. The AM24Seven games provide the learning laboratory.

The content architecture is anchored in the ISO 55000 family and the GFMAM Asset Management Landscape, Third Edition. The Landscape is translated into seven connected subject groups and 40 elements covering context and stakeholders, governance, asset management planning, leadership and people, data and information, delivery, and value realisation. The website then expands into adjacent references for risk, reliability, configuration management, information management, facilities, projects, safety, cyber security and public-sector stewardship. This cross-reference approach is important: ISO 55001 defines requirements for a management system, but competent implementation also depends on the technical and organisational disciplines surrounding it.

The site is modular rather than linear. A new practitioner can begin with fundamentals and definitions. An implementation team can follow an eight-step pathway from project initiation and gap analysis through strategy, system establishment, deployment, monitoring, improvement and certification. A data team can enter through asset information requirements, hierarchy, master data, configuration control and the Common Data Environment. A maintenance leader can enter through work management, planning and scheduling, weekly control, strategy and tactics, or a 180-day improvement plan. The result resembles a digital reference manual, but one that keeps opening into an exercise, assessment or decision aid.

Explore the framework spine: **GFMAM Asset Management Landscape learning page** and the

Standards and Reference Guide.

Two ways into the Academy: "I NEED" and "BOOK INDEX"

The revised main menu provides two deliberately different entrances to the body of knowledge. "I NEED" is the action route for someone who knows the role, task or issue requiring attention. "BOOK INDEX" is the reference route for someone who wants to browse, search or move directly to a particular subject. Together they remove the need to understand the site's full architecture before finding useful material.

The "I NEED" menu brings the role-based Day in the Life of (DITLO) tools into practical reach. A user can open the exact operating-rhythm guide for an executive, asset or engineering leader, project manager, operations or maintenance leader, planner, scheduler, specialist or shutdown team member. Each DITLO clarifies what the role should do, review, challenge, escalate and decide across the day, week, month and quarter. From that role view, the practitioner can continue to a role ready reckoner to verify personal accountabilities, a process ready reckoner to test whether the supporting system is working, or a guided mini tool to preview the fuller application. The reports produced by these tools can be saved or printed for coaching, assurance and improvement follow-up.

The "BOOK INDEX" page provides the complementary book-style navigation sheet. It operates as a searchable technical table of contents for the whole Asset Academy: chapter links sit alongside compact index entries, and each row opens the relevant page directly. Its chapters cover asset-management foundations;

the AMS and ISO 55001 implementation; digital asset management and master data; work management and world-class maintenance; shutdown excellence and case studies; assessment, audit and maturity tools; AM24Seven simulation and learning; training pathways; practitioner blogs; and site access tools. A reader can keep the index open in a separate tab, search for a term such as "shutdown", "maturity" or "master data", and move straight to the specific item required. This design strengthens the idea of The Asset Academy as an online book: the knowledge is organised for sequential reading, but indexed for immediate use at the point of work.

Use the current navigation: **The Asset Academy "I NEED" pathways** and the

BOOK INDEX.

> ***"Do not chase tools; build systems. Digital technology is powerful, but without process and purpose it is noise."***
> — Johan Snyman, founder of The Asset Academy

From reading to doing: the practical toolset

The online toolset extends the "living book" idea. The AM24Seven Asset Management Information Management System (AMIMS) simulator helps users see how policy, the SAMP, Asset Management Plans, asset-class strategies, risk, data, governance, performance and continual improvement fit together. Its educational value lies in relationships: a document is not treated as an isolated deliverable, but as an input to decisions and execution. The associated implementation pathway supports teams moving from assessment to a certifiable and operationally embedded AMS.

Audit and maturity tools provide a second layer. The 40 Elements maturity environment prompts evidence-based review across the complete GFMAM structure, visualises capability gaps, supports ownership and generates an Asset Management Improvement Plan. The ISO 55001:2024 audit environment uses clause-based logic to help internal auditors and implementation teams prepare, record findings and build an evidence trail. These tools are most useful when they provoke better enquiry—what evidence demonstrates control, is the process effective, and does it produce the intended outcome—rather than when a score is treated as an end in itself.

Other environments take the same logic deeper into specialist practice. The Digital Asset Class Management Plan (DACMP) platform links a class-level asset register to lifecycle strategy, risk, long-term finance, master data, roles, performance and the nine key asset questions. The Maintenance Maturity Assessment translates world-class maintenance and work-management practice into a diagnostic and a Maintenance Management Improvement Plan. The shutdown environment combines a ten-process model, gated readiness logic, deliverables, risk, scope, schedule, resources and reporting so that readiness becomes visible before execution. A CAMA examination simulator supports professional preparation, while the Data as an Asset modules develop the information governance, requirements, exchange and quality thinking needed for digital asset management.

Artificial intelligence is used as a drafting, questioning and navigation aid across selected tools. The design principle is augmentation, not delegated accountability. AI can help a user structure an answer, identify a missing consideration or test consistency; the asset owner remains responsible for context, evidence, risk acceptance and the decision. That boundary is essential in safety-critical and regulated environments.

Selected practical environments: **AMIMS simulator**;

ISO 55001:2024 audit tool;

DACMP tutorial and development platform;

Maintenance Maturity Assessment; and

Shutdown Readiness Tool.

Designed for self-study—and for the workshop room

The platform is intentionally usable at more than one learning scale. An individual can read a short

theory page, open a relevant model, test a scenario and keep a report. A coach can use the same sequence to structure a development conversation. A facilitator can combine a whiteboard, a readiness check and a simulation into a workshop in which participants first build a shared view of the system, then defend their decisions. An organisation can connect those sessions to a formal capability plan and improvement register.

This blended design addresses a familiar training problem: awareness sessions often create vocabulary without changing work. The Asset Academy's exercises are most effective when a learner must produce something observable—a prioritised intervention, an evidence judgement, a lifecycle option, a risk treatment, an ownership decision or an action plan. The output gives a facilitator material to challenge and gives the learner a basis for reflection after the session.

Visual models and plain-language explanations make entry easier, but the underlying intent is not to remove complexity. It is to stage complexity in a useful order. The learner sees the whole system, enters through a relevant problem, works at an appropriate level of detail and then reconnects the answer to value. That sequence supports technical specialists who need strategic context and leaders who need enough technical structure to ask better questions.

Learning through consequence: the AM24Seven games

Many asset management training programs explain cost, risk and performance as a triangle on a slide. AM24Seven turns the triangle into a consequence. Its name reflects the 8,760 hours in a normal operating year: asset value must be managed continuously, not only during the annual planning cycle or after a failure. Players manage a portfolio, respond to events, allocate resources and experience how apparently local decisions influence risk exposure and long-term value.

The learning suite now offers three different modes. The Board Game creates team-based "decisions under pressure", including budgets, failures, condition and competition with a house AI. Solitaire provides a self-paced stream of scenarios across seven strategic decision categories. The 1% Club uses almost 1,000 curated questions to challenge knowledge of the GFMAM Landscape, CAMA preparation material and international practice. Together, the modes support executive workshops, graduate development, cross-functional training, professional study and informal team learning.

Gamification is not used to trivialise risk. It creates a safe place to reveal judgement. Participants can see short-termism, silo behaviour, weak information, misaligned incentives and cognitive bias before those patterns appear in an investment submission or a shutdown. A debrief then links the experience back to governance, evidence and organisational objectives. That combination—choice, consequence and reflection—is difficult to reproduce in a lecture.

Play or review: **AM24Seven Board Game**,

AM24Seven Solitaire, and

AM24Seven 1% Club.

Case studies: evidence before slogans

The case-study layer is what prevents The Asset Academy from becoming a catalogue of ideal-state diagrams. Its material draws on defence readiness, mining under production constraint, refinery and shutdown environments, lean process improvement, facilities, utilities and ports. The examples repeatedly examine the interface between strategy and execution: how a management system becomes visible in hierarchy, information, planning, roles, assurance and work.

The strongest integrated case is Southern Ports in Western Australia. Across Albany, Bunbury and Esperance, the organisation developed a digital, audit-ready AMS for 8,700 assets. The approach connected organisational objectives, governance, asset-class planning, lifecycle decisions, risk, maintenance, performance and information. A digital Asset Management Body of Knowledge placed current material, accountabilities and evidence within practical

reach. The organisation subsequently achieved ISO 55001 certification; an AMPeak case paper records that it became the fifth port authority globally to do so.

The program's recognition is independently documented. Southern Ports received the Asset Management Council's 2023 Asset Management Resilience Award for "Asset Resilience through Digital Innovation". In 2025 it received the Asset Management Information Management Award for deployment of its AMS and digital AMBoK. These were organisational achievements, not the product of one person. Their relevance to the website is that Snyman led and contributed to the internal journey and has converted its lessons—including the difficult lessons about ownership, information quality, change and adoption—into reusable learning structures.

The central lesson is not that every organisation should copy a port system. It is that integration can be designed. Data becomes useful when tied to decisions. A SAMP becomes useful when it governs plans and trade-offs. Training becomes useful when it changes role behaviour. A digital manual becomes useful when process owners maintain it and people can find what they need. The case studies give learners patterns to adapt, not templates to adopt without thought.

Evidence and further reading: **Southern Ports cases within the Landscape page**;

2023 Asset Management Resilience Award;

2025 Asset Management Information Management Award; and

digital transformation at Southern Ports.

Who benefits—and how?

For an individual practitioner, the site provides structured self-development: a way to understand the whole discipline, test knowledge, prepare for assessment, investigate a problem and build confidence across functional boundaries. For supervisors, planners and specialists, role tools make expectations and escalation points more explicit. For leaders, simulations and ready reckoners create a shared language for cost, risk, performance, accountability and evidence.

For organisations, the greater benefit is cross-functional alignment. A facilitated workshop can use the Landscape as the system map, a maturity review to expose gaps, AM24Seven to surface judgement, a builder to develop a plan and a ready reckoner to check adoption. The same material can support induction, leadership awareness, internal audit preparation, improvement planning and communities of practice. Because the platform is web-based, dispersed teams can enter through a common reference point and retain reports from their work.

The benefit is therefore not the number of tools. It is the ability to move coherently from problem to role, from role to process, from process to evidence and from evidence to improvement. The site is most valuable when used as part of a learning cycle: orient, assess, apply, discuss, act and review.

AI as a development partner—not a decision owner

Artificial intelligence has contributed not only to the learner experience but also to the construction of The Asset Academy itself. Snyman has used generative AI as a development partner to translate practitioner requirements into working prototypes: responsive HTML, CSS and JavaScript for web modules; Python for calculations, data handling and modelling applications; and structured logic for simulators, assessments, dashboards and report builders. In the AM24Seven games, AI-assisted iteration has helped refine scenario rules, scoring, probability, consequence and the balance between short-term reward and lifecycle value. This accelerates the path from an asset-management concept to something a practitioner can test, but it does not remove the need to understand the model being coded.

The development control is deliberately human-led. A requirement begins with the management-system purpose and an expected user outcome. Generated code or analysis is then inspected, run against known-answer examples, challenged at boundary conditions and tested for unintended behaviour. Game algorithms are played

repeatedly to identify dominant strategies, unrealistic incentives and results that may be mathematically consistent but professionally misleading. Web tools are checked across browsers and screen sizes; modelling outputs are reconciled to source assumptions; material changes are versioned; and technical or subject-matter review is applied before release. The useful principle is concise: AI may develop and analyse, but a competent human must check, interpret and approve the work.

> ***"AI can accelerate the build and extend the analysis. It cannot accept the risk, own the evidence or sign off the decision."***
> — Johan Snyman, founder of The Asset Academy

JOHAN: a conversational guide to the online book

On configured pages, visitors also meet JOHAN, a Jotform AI Agent presented with an on-screen persona resembling the founder. It opens as a conversational guide so a user can ask, in ordinary language and by text or voice where enabled, how a concept, tool or case study fits the question at hand. The agent is taught through a governed knowledge base that can include Asset Academy pages, documents, reference information and prepared question-and-answer pairs. Its personality and tone are configured to make the experience feel like asking Johan for direction; it is not a digital substitute for Johan, an auditor or an engineer.

Descriptions such as "self-learning" therefore need precision. In this implementation, the agent can be refreshed as approved website content is re-crawled and can be improved as new curated knowledge and tested answers are added. Conversations and user feedback can reveal gaps for subsequent review, but an exchange does not automatically become authoritative doctrine. The agent may misunderstand a question, omit context or generate a plausible but incorrect answer. Users should follow its references, compare advice with the current source document and escalate consequential matters to a qualified person. Confidential, personal, security-sensitive or operationally restricted information should not be entered unless the organisation has explicitly approved the service and its data controls.

AI governance and platform detail: **The Asset Academy AI-use disclaimer**;

how Jotform trains an AI Agent; and

Jotform agent personality and tone.

The contributor and subject-matter lineage

A credible body of knowledge should show where its thinking comes from. The Asset Academy combines Snyman's own operating and transformation experience with published work, training and professional influence from a broad group of practitioners. Sandy Muir's strategic asset-management work supplies an important infrastructure perspective: long-horizon value, service, risk, data and lifecycle decisions must be connected rather than managed as separate technical exercises. Muir, director of Odysseus-imc and a principal author of the International Infrastructure Management Manual between 1995 and 2007, is referenced as an external authority. Ricky Smith's maintenance and reliability work brings the complementary discipline of executable processes—planning and scheduling, preventive maintenance, work-order quality, reliability roles and sustained frontline practice.

The shutdown and turnaround material has an especially visible expert lineage. Tom Lenahan's lifecycle model and step-by-step treatment of planned outages inform the emphasis on definition, preparation, execution and review. Ted J. Lister's work on shutdowns, turnarounds, outages, asset and resource performance, people and change reinforces the connection between technical readiness and organisational behaviour. The Academy's comparison and benchmark material also refers to Joel Levitt for maintenance execution and work-pack discipline; Peter Durrant for shutdown learning and governance; A. Bobby Singh for value alignment, controls and risk; and Bob Platfoot and Covaris for practical shutdown-management principles. These sources are compared with, and adapted into, the Academy's integrated

shutdown model rather than reproduced as a single borrowed method.

The wider learning lineage named across the material includes Ron Moore, Terry Wireman, Geoff Ryan, Drew Troyer, Melinda Hodkiewicz and Stephen J. Thomas, spanning reliability, maintenance strategy, information, leadership and professional education. Their inclusion adds authority only when attribution remains clear. Some people have directly shaped discussions or learning content; others are cited authors, educators or reference experts. Naming them here recognises intellectual contribution without suggesting co-authorship, formal endorsement or responsibility for The Asset Academy's tools. The value lies in synthesis: established expert thinking is placed beside case evidence, standards and a practitioner-built route to application.

Selected expert sources: **Sandy Muir and Odysseus-imc**;

Ricky Smith and World Class Maintenance;

Tom Lenahan's Turnaround, Shutdown and Outage Management; and

Ted Lister's iAPSCC profile.

Technical integrity and appropriate use

Technical practitioners are right to be cautious about simplified models and fluent AI outputs. The Asset Academy does not replace ISO publications, GFMAM source documents, engineering standards, competent risk analysis, accredited certification, legal obligations or professional judgement. Its tools are learning, diagnostic and implementation aids. An assessment result is a prompt for evidence and action, not a certificate; an AI-generated draft is a hypothesis to be checked, not an approved decision; and a simulation is an environment for learning, not a forecast or a validated digital twin.

For material decisions, users should verify the current edition of every referenced standard, inspect assumptions and calculations, test the output against site evidence, record limitations and obtain review from the accountable engineering, financial, safety, information or asset-management role. AI must not certify compliance, accept risk, approve an investment, determine safety-critical work or replace an authorised signatory. Where an output affects people, assets, service, environment or public value, traceability and human challenge are part of the work—not administrative additions after it.

This restraint strengthens the proposition. The platform's task is to make recognised thinking accessible and usable while preserving context, governance, competence, privacy, assurance and a clear record of who made the decision. The separate content and AI-use disclaimers reinforce that boundary, while the development checks described above apply the same asset-management logic to the platform itself: define purpose, control change, verify performance and retain accountable human ownership.

Founder profile | Johan Snyman

Johan Snyman is the founder of The Asset Academy and a senior asset management practitioner with more than 30 years of experience across South Africa, Mozambique and Australia. His career spans defence, mining, oil and gas, steel, utilities, facilities, FMCG, robotics and ports. Beginning as a radar technician, electrician and automation specialist, he progressed through maintenance and shutdown management into asset management system design, digital transformation, operational leadership, training and advisory work.

He is a Chartered Engineering Technologist and holds the post-nominals TFIEAust, CEngT, NER and IntET(Aus), together with CAMA2 and CSAM credentials. His further development includes digital transformation, data analytics, Agile project management and PROSCI change management. This combination of technical, analytical and change capability is reflected in the platform's emphasis on systems, evidence and adoption.

At Southern Ports, Snyman led and supported the development of a fully digitised, ISO 55001-certified AMS covering 8,700 assets and 14 asset classes across three geographically dispersed ports. The broader organisational transformation

was recognised through the Asset Management Council's 2023 Resilience Award and 2025 Information Management Award, and Southern Ports was named Australia's Port of the Year in 2023. He has also developed AM8760/AM24Seven simulation-based learning, a digital Asset Management Body of Knowledge, implementation methods, audit and maturity tools, and practitioner training aligned to the GFMAM Landscape and ISO 55001:2024.

His stated professional purpose is to help the next generation build systems that work, make asset value visible and leave organisations with capability that endures beyond the individual. The Asset Academy is the publishing and learning expression of that purpose.

Profile and professional channels: **Founder biography**;

Johan Snyman on LinkedIn; and

The Asset Academy on Facebook.

A practical contribution to the profession

The Asset Academy's contribution is not a new definition of asset management. It is a different way of putting established knowledge to work. It recognises that practitioners need authoritative sources, but also need pathways, examples, questions, tools and safe opportunities to exercise judgement. It respects the management system while concentrating on the people who must operate it.

The platform will continue to evolve, as any living body of knowledge should. Its enduring test should remain the founder's own: does this help the asset, the operation or the business? When the answer is yes—and when evidence, ownership and value remain visible—the website becomes more than a library. It becomes a practical bridge from professional knowledge to better decisions, every hour of the year.

Selected digital resources

- The Asset Academy
- The Asset Academy BOOK INDEX
- Asset Management System implementation pathway
- Data as an Asset – Value Realisation
- Digital Asset Class Management Plan tutorial
- DACMP development platform
- CAMA examination simulator
- Maintenance Maturity Assessment
- Integrated shutdown management process
- AM24Seven learning games overview
- Artificial Intelligence use disclaimer
- Learning content disclaimer
- The Asset Academy Facebook page
- Johan Snyman LinkedIn profile

Editorial source note

This article was prepared from a review of The Asset Academy's public website and knowledge index, the founder's published Asset Management Council profile, the Southern Ports case material presented on the site, the Asset Management Council's 2023 and 2025 award records, the AMPeak 2025 Southern Ports digital-framework case paper, Ports Australia's digital-transformation profile, the public AM24Seven release material, cited expert sources, and Jotform's official AI Agent training and configuration documentation. Contributor descriptions distinguish direct platform authorship from cited or adapted professional influence. Product descriptions refer to the platform as reviewed on 21 July 2026; access arrangements and functionality may evolve.

ABOUT THE FOUNDER

JOHAN SNYMAN

TFIEAust • CEngT • NER • IntET(Aus) • CAMA2 • CSAM

Johan Snyman is the founder of The Asset Academy and a senior asset-management practitioner with more than three decades of experience across South Africa, Mozambique and Australia. His career spans defence, mining, oil and gas, steel, utilities, facilities, FMCG, robotics and ports—from radar, electrical and automation practice through maintenance and shutdown leadership to asset-management systems, digital transformation, training and advisory work.

THE INTEGRATED BODY OF WORK

Asset-management systems • AMBOK and SDBOK • Data and digital
Maintenance and shutdowns • AI and simulation • Learning and mentoring



FOUNDER • PRACTITIONER • TEACHER

FOUNDER STATEMENT

"Assets exist to deliver value. Our job is to make that value visible, measurable and achievable."

BUILD SYSTEMS THAT WORK. MAKE VALUE VISIBLE. LEAVE CAPABILITY.