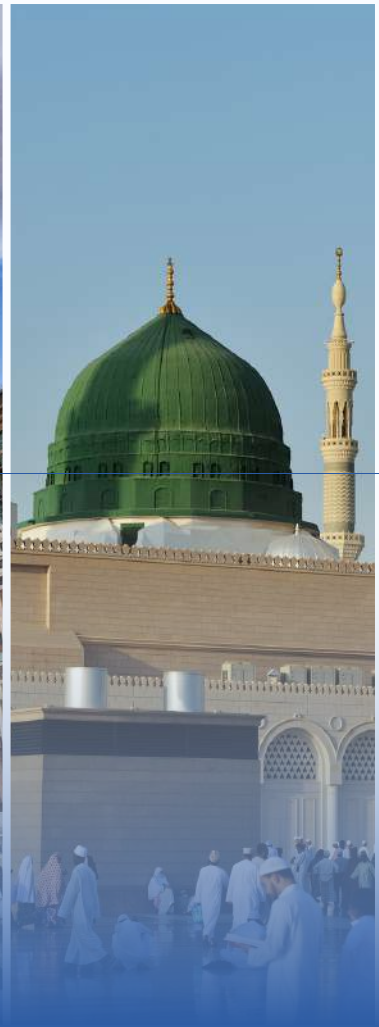


Value Methodology Fundamental 1 (VMF 1)

Optimizing Values for Maximum Results

23rd November – 27th November 2025
The Crown Plaza, Jeddah, Saudi Arabia





Explore SAUDI ARABIA

Book your seat in our Value Methodolgy
Fundamental 1 course now and don't miss the
opportunity to explore and experience Jeddah
and other cities in Saudi Arabia.



Apply Now!



Introduction

The Value Methodology Fundamental 1 (VMF 1) course is particularly relevant to a wide spectrum of professionals including, but not limited to project managers, engineers, consultants, cost estimators, operations and procurement managers, quality control professionals, government officers involved in planning and development and individuals with a keen interest in value based project delivery.

MALAYSIAN RESEARCH & EDUCATION FOUNDATION

The Malaysian Research & Education Foundation (MyREF) engages in education, development, and emergency assistance since 2016. Established under the Trustees Incorporation Act 1952, MyREF focuses on strategic research, human capital and education development. Approved for transformation in 2020, MyREF its expanded its function to include skill programmes and strategic research related to leadership, management & many more.

MYREF CONSULTANCY & TRAINING PLT

MYREF Consultancy & Training PLT was established in 2021 as the professional service provider and strategic business wing under the Malaysian Research and Education Foundation, focusing on strategic research, specialized training & consultancy related to technology, engineering, social science and human capital development.



Value Management

COURSE OBJECTIVE

- 01** Introduce participants to the fundamental principles and structured process of **Value Engineering (VE)** as recognised and approved by SAVE International, focusing on how to maximise value through function-based decision making.
- 02** Enhance participants understanding of **value, quality, and performance** in the context of project and process management and how these elements can be objectively analysed, measured, and improved
- 03** Equip participants with **practical tools and techniques to identify and eliminate unnecessary costs** in projects, products, or services, without compromising on quality, reliability, or functionality.
- 04** Encourage the **adoption of structured quality and value assurance programmes especially** in regions or industries where such practices are underutilised.

Value Methodology Fundamental 1 (VMF 1)



The Value Methodology Fundamental 1 (VMF 1) is designed to assist organizations in maximizing outcomes through value optimization. It promotes smarter decision-making, enhances efficiency, and ensures that resources are utilized in the most effective manner possible.

WHY SHOULD YOU JOIN US?

- 01 Ideal for Cross Industry Professionals** - Whether you're from engineering, finance, operations, procurement, or public sector planning this course enhances your ability to contribute strategically.
- 02 Boost Your Professional Portfolio** - A certificate of attendance from a recognised programme adds strong credibility to your resume and opens doors for further certification
- 03 Network with Like-Minded Professionals** - Connect and collaborate with industry peers, thought leaders, and decision makers from diverse sectors.
- 04 Be Part of the Value Innovation Movement** - Join a growing community of professionals driving change and efficiency through smarter, value-based thinking.
- 05 Gain Practical, Industry-Relevant Skills** - Learn how to apply Value Management in real projects to reduce costs, improve performance and maximise value skills highly sought after across industries.

Who Should Attend ?



How Will You Benefit?

- **Improve Decision Making Skills** : Learn structured methods to evaluate project functions and make better informed decisions that balance cost, quality and performance.
- **Increase Project Value and Cost Efficiency** : Gain practical tools to identify and eliminate unnecessary costs while preserving or even enhancing value, resulting in more efficient project outcomes.
- **Enhance Cross Functional Collaboration** : Work in multidisciplinary teams to solve complex problems through creative and analytical techniques that improve communication and innovation.
- **Apply Globally Recognised Methodology** : Master a proven and internationally accepted methodology used in both the public and private sectors and applicable across industries like construction, engineering, manufacturing, operations and others.

Programme Modules and Concept

(Total of 32 Lecture Hours within 5 Days)



Programme Modules

01

Value Management Methodology - Covers the principles of Value Management and Value Engineering, teaching participants to optimize function, quality, and cost through structured, collaborative techniques that identify improvements, remove unnecessary costs, and maximize life cycle value

02

Value Transformation - Application of Value Management and Value Engineering techniques to improve function, quality, and cost. Using a structured process, participants will learn to identify needs, develop solutions, and implement changes that deliver lasting value

03

Value Management Job Planning - The main module that will guide participants through the six-phase job plan—Information, Function Analysis, Creative, Evaluation, Development, and Presentation, equipping them to turn ideas into high-value solutions through a clear, structured process

04

Cost Analysis and Life Cycle - Learn to look beyond initial costs and evaluate the total life-cycle value of a project from acquisition to disposal. Life-cycle cost analysis will guide participants to choose solutions that deliver lasting performance, lower long-term expenses, and maximize value

05

Comparative Analysis - VE vs. Other Methods - Explore how Value Engineering stands apart from other improvement approaches. Participants will compare principles, processes, and outcomes, gaining the insight to choose the most effective method for delivering optimal value in different project contexts

01 Value Engineering

Value Engineering (VE) is a proven methodology for improving value by optimizing quality and life cycle cost. Widely adopted across industries, VE systematically eliminates unnecessary costs while upholding quality, reliability, and performance to meet or exceed customer expectations.

02 Total Quality Management

Total Quality Management (TQM) is a widely adopted system that promotes organizational excellence through continuous improvement. It relies on collaboration between management and employees to enhance quality, efficiency, and productivity.



03 Total Value Management

The Value Engineering (VE) methodology serves as a catalyst for identifying and implementing improvements that foster a culture of Total Quality Management (TQM). Total Value Management (TVM) integrates the strengths of both VE and TQM, enabling more effective and cohesive management across multiple disciplines.

Trainer Profile



Engr Abdul Aziz S. Al-Yousefi

*President,
Al-Yousefi Value Engineering,
Kingdom of Saudi Arabia*

Abdulaziz is the founder and owner of the first Value Engineering (VE) office in the Arab World. He is a Certified Value Specialist for life (CVS-life) from SAVE International: The Value Society. He is currently serving as: The first and only Arab to get a Fellowship of SAVE International in the Middle East and Arab world; A board member of SAVE International Certification Board; The president of The SAVE International - Gulf chapter and the president of the Value Engineering Chapter at the Saudi Council of Engineers.

He has over 30-year experience in Value Engineering (VE), Life Cycle Costing (LCC), Project Management and Design Reviews of large-scale projects. He led and participated in more than 3,500 VE Study Workshops in Construction, Oil & Gas, Industry, Operation & Maintenance and management processes. He has conducted more than 2,500 training courses in VE, Project Management, Quality Management, and LCC.

He has done these VE Services with many distinguished clients, such as: Saudi Aramco, Royal Commission of Jubail & Yanbu, SABIC, Saudi Electric Company, Dubai Municipality, Saudi Ministry of Defense, Saudi Ministry of Municipality, UAE Ministry of Public Work, Bahrain Engineering Society, UAE Engineering Society, Kuwait engineering Society, Saudi Council of Engineers, Qatar Society of Engineers, and other private companies in Saudi Arabia and the Gulf countries.

He is the founder of the newly acclaimed quality improvement methodology that is called "Total Value Management (TVM™)". He presented many papers at the PMI, ASCE, SAVE, SJVE and IEEE conferences. He has specialized in computer applications in Value Engineering and Project Management.

Course Details & Application Procedure



Apply Now!

General Details

Venue	Crown Plaza Jeddah, Saudi Arabia
Date	23rd November 2025 to 27th November 2025
Seats	22 Participants per Cohort (Maximum)
Course Fee	RM8,750.00 – Individual RM8,650.00 – Group <i>(for 3 pax & above)</i> <i>*inclusive of course materials and meals during classes, NOT INCLUDING Visa, Flight Fare & Accommodation</i>

Application Procedure for HRD Corp Registered Company



Step 1

Register your Interest

- Scan the QR code at the top right of this form and fill up the required details. MyREF's personnel will be in contact with applicants via e-mail or phone.



Step 2

Apply for HRD Corp Grant

- Upon receiving the confirmation email with the invoice and course details, **HRD Corp-registered companies may apply for the grant via the HRD Corp online platform. No pre-payment is required.**



Step 3

E-mail Grant Approval

- Once your HRD Corp grant application is approved, please email us the approval notice. Your seat will then be secured, and the confirmation details will be provided.

Note: Participants may claim partial flight fare and accommodation expenses for attending this course via the HRD Corp online platform.



10-2, Jalan Dataran Jade 2, Jade Hills, 43000, Kajang, Selangor

info@myref.org.my
www.myref.org.my

Course Details & Application Procedure



Apply Now!

Application Procedure for NON-HRD Corp Registered Company



Step 1
Register your Interest

Scan the QR code at the top right of this form and fill up the required details. MyREF's personnel will be in contact with applicants via e-mail or phone.



Step 2
Payment of Course Fee

Upon receipt of the confirmation email with the invoice and course details, please proceed to remit payment to the following account :

MYREF CONSULTANCY AND TRAINING PLT
Account Number : 562384537700
Bank Name : Maybank Berhad



Step 3
E-mail Proof of Payment

Upon making payment, kindly forward the proof of payment to us via email or WhatsApp. Your seat will be secured, and the confirmation details will be sent to you thereafter.

Cancellation Policy

- For **HRD-Corp Grant Participants**, a **penalty of full course fee (RM8,750.00)** apply upon cancellation or no-show after HRD Corp Grant is approved and seat is confirmed.
- For **self-paid participants or NON-HRD Corp Registered Company** that has paid the course fee and secure the seat, the following rules apply:
 - ☑ ≥ 60 days before programme date - **95% refund of course fee**
 - ☑ 30-59 days before programme date - **60% refund of course fee**
 - ☑ 15-29 days before programme date - **30% refund of course fee**
 - ☑ <14 days before programme date or no-show - **NO REFUND**
- This policy does not apply in the event of programme cancellation or postponement by the organiser, or under circumstances deemed to be force majeure.

Replacement Policy

- Registrations are non-transferable; however, substitution of participants is permitted. Written notice must be provided at least fourteen (14) days prior to the programme date for the substitution to be accepted.

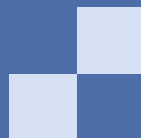


**Optimizing Values for
Maximum Results**

Appendix

COURSE OUTLINE & SCHEDULE

	8.00am - 8.30am	8.45am - 9.45am	9.45am - 10.45am	10.45am - 11.00am	11.00am - 12.00pm	12.00pm - 1.00pm	1.00pm - 2.00pm	2.00pm - 4.00pm	4.00pm - 4.15pm	4.15pm - 6.00pm
23/11/2025 Sunday	Breakfast	Value Methodology	Pre-Workshop Stage	Tea Break	Transform Information	Workshop Stage: Six Phases of the VM Job Plan Overview	Lunch	Workshop Stage: Six Phases of the VM Job Plan Overview	Coffee Break	Information Phase
24/11/2025 Monday	Breakfast	Workshop Stage: Function Analysis Phase		Tea Break	Workshop Stage: Function Analysis Phase		Lunch	Workshop Stage: Function Analysis Phase	Coffee Break	Workshop Stage: Function Analysis Phase
25/11/2025 Tuesday	Breakfast	Workshop Stage: Creative Phase		Tea Break	Workshop Stage: Evaluation Phase		Lunch	Workshop Stage: Evaluation Phase	Coffee Break	Workshop Stage: Development Phase
26/11/2025 Wednesday	Breakfast	Cost Analysis and Life Cycle Costing		Tea Break	Workshop Stage: Development Phase		Lunch	Workshop Stage: Development Phase	Coffee Break	Workshop Stage: Evaluation Phase
27/11/2025 Thursday	Breakfast	Presentation Phase		Tea Break	Post Workshop Stage		Lunch	Value Engineering vs. Others	Coffee Break	Summary of Course, Questions and Answers



Contact Us

10-2, Jalan Dataran Jade 2, Jade
Hills, 43000, Kajang, Selangor

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