

RGMi DNASM FINANCE

1 month learning plan

Week 1

Day 1: Monday ~ 50 min

☐
☐

RGM defined
Profitable Revenue Growth Management by Design
DNA Framework

Day 2: Tuesday ~ 90 min

☐
☐

RGM defined
DNA Framework
Integrated Business Planning - part 1

Day 3: Wednesday ~ 90 minutes

☐

RGM defined
Integrated Business Planning

Day 4: Thursday ~ 80 min

☐
☐

Implementing RGM
RGM Phases
Analytics - part 1

Day 5: Friday ~ 70 min

☐

Implementing RGM
Analytics - part 2

☐

Operating RGM
Leveraging the RGM Capability

Week 2

Day 6: Monday ~ 50 min

☐
☐

Operating RGM
Process Rhythms and Routines
Strategic RGM Phase I - Value

Day 7: Tuesday ~ 60 min

☐
☐

Strategic RGM Phase I - Market Assessment
Market Structure
Internal assessment

Day 8: Wednesday ~ 70 minutes

☐
☐

Strategic RGM Phase I - Market Assessment
Growth maps
Pricing evolution

Day 9: Thursday ~ 75 min

☐
☐

Strategic RGM Phase I - Market Dynamics
PESTLE model
Strategic RGM Phase II - Channel Strategy - part 1

Day 10: Friday ~ 75 min

☐
☐

Strategic RGM Phase II - Channel Strategy - part 2
Strategic RGM Phase IV - The overall objective function $f(x)$

Week 3

Day 11: Monday ~ 90 min

☐
☐
☐

Precision RGM Phase V - Budgets
Precision RGM Phase V - Price, Pack architecture
Precision RGM Phase V - Price optimisation

Day 12: Tuesday ~ 80 min

☐

Precision RGM Phase V - Price optimisation

Day 13: Wednesday ~ 75 min

☐

Precision RGM Phase V - Promotion optimisation

Day 14: Thursday ~ 70 min

☐
☐

Precision RGM Phase V - Route To Market optimisation
Precision RGM Phase V - Trade Investment Optimization

Day 15: Friday ~ 110 min

☐
☐

Precision RGM Phase VI - Tactical Scenario Planning
Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

Week 4

Day 16: Monday ~ 100 min

☐
☐

Action RGM Phase VII - In-store Activation
Value Communication
Areas of Shopper engagement
Action RGM Phase VII - Customer Engagement
Customer Value

Day 17: Tuesday ~ 25 min

☐

Action RGM Phase VII - Trade Investment Management

Day 18: Wednesday ~ 60 to 90 min

☐

Finance Exam