

RGMi DNASM FINANCE

2 week learning plan

Week 1

Day 1: Monday ~ 2.5 hours

- ☐ RGM defined
- ☐ Profitable Revenue Growth Management by Design
- ☐ DNA Framework
- ☐ Integrated Business Planning - part 1

Day 2: Tuesday ~ 2.5 hours

- ☐ RGM defined
- ☐ Integrated Business Planning - part 2
- ☐ Implementing RGM
- ☐ RGM Phases
- ☐ Analytics

Day 3: Wednesday ~ 2 hours

- ☐ Operating RGM
- ☐ Leveraging the RGM Capability
- ☐ Process Rhythms and Routines
- ☐ Strategic RGM Phase I - Value
- ☐ Strategic RGM Phase I - Market Assessment
- ☐ Market Structure
- ☐ Internal assessment

Day 4: Thursday ~ 2.5 hours

- ☐ Strategic RGM Phase I - Market Assessment
- ☐ Growth maps
- ☐ Pricing evolution
- ☐ Strategic RGM Phase I - Market Dynamics
- ☐ PESTLE model
- ☐ Strategic RGM Phase II - Channel Strategy

Day 5: Friday ~ 2.5 hours

- ☐ Strategic RGM Phase IV - The overall objective function $f(x)$
- ☐ Precision RGM Phase V - Budgets
- ☐ Precision RGM Phase V - Price, Pack architecture
- ☐ Precision RGM Phase V - Price optimisation

Week 2

Day 6: Monday ~ 2.5 hours

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

Day 7: Tuesday ~ 2.5 hours

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- Precision RGM Phase VI - Tactical Scenario Planning
- Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success
- Action RGM Phase VII - In-store Activation
 - Value Communication
 - Areas of Shopper engagement

Day 8: Wednesday ~ 1.5 hours

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- Action RGM Phase VII - Customer Engagement
 - Customer Value
- Action RGM Phase VII - Trade Investment Management

Day 9: Thursday ~ 60 to 90 minutes

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- Finance Exam