

RGMi DNASM FOUNDATIONS

1 month learning plan

Week 1

Day 1 (Mon) ~ 22 min

☐
☐

Overview
Navigator
Course Introduction

Day 2 (Tue) ~ 55–60 min

☐

RGM defined
Profitable RGM by Design — Part 1 (multi-topic)

Day 3 (Wed) ~ 55–60 min

☐

RGM defined
Profitable RGM by Design — Part 2 (multi-topic)

Day 4 (Thu) ~ 58–60 min

☐
☐

RGM defined
DNA Framework
Integrated Business Planning — Part 1 (multi-topic)

Day 5 (Fri) ~ 55–60 min

☐

RGM defined
Integrated Business Planning — Part 2 (multi-topic)

☐

Implementing RGM
RGM Phases

Week 2

Day 6 (Mon) ~ 55–60 min

☐

Operating RGM
Leveraging the RGM Capability — Part 1 (multi-topic)

Day 7 (Tue) ~ 55–60 min

☐
☐

Operating RGM
Leveraging the RGM Capability — Part 2 (multi-topic)
Process Rhythms & Routines

Day 8 (Wed) ~ 52–55 min

☐

Strategic RGM Phase I - Transform Value to Vision
Transform Value to Vision

☐

Strategic RGM Phase I - Value
Value

Day 9 (Thu) ~ 55–60 min

Strategic RGM Phase I - Viable Vision
Viable Vision
Viable Vision – Art of Possible — Part 1 (multi-topic)

Day 10 (Fri) ~ 55–60 min

Strategic RGM Phase I - Viable Vision
Viable Vision – Art of Possible — Part 2 (multi-topic)
Strategic RGM Phase I - Market Assessment

Week 3

Day 11 (Mon) ~ 57–60 min

Strategic RGM Phase I - Market Assessment
Market Structure
Pricing Evolution
Strategic RGM Phase I - Market Dynamics

Day 12 (Tue) ~ 50–55 min

Strategic RGM Phase II - Define Go-to Market Strategy
Strategic RGM Phase II - Category Strategy
Strategic RGM Phase II - Brand Planning

Day 13 (Wed) ~ 53–56 min

Strategic RGM Phase II - Channel Strategy
Strategic RGM Phase III - Configure demand landscape drivers
Strategic RGM Phase III - Commercial policy

Day 14 (Thu) ~ 48–52 min

Strategic RGM Phase III - Assortment Planning
Strategic RGM Phase III - Look of success
Strategic RGM Phase IV - Prioritizing objectives in strategic scenarios

Day 15 (Fri) ~ 55–60 min

Strategic RGM Phase IV - The overall objective function $f(x)$
Strategic RGM Phase IV - Strategic Planning Scenarios

Week 4

Day 16 (Mon) ~ 55–60 min

Strategic RGM Phase IV - Strategic Planning Scenarios
Precision RGM Phase V - Configure tactical drivers
Precision RGM Phase V - Budgets

Day 17 (Tue) ~ 55–60 min

Precision RGM Phase V - Assortment Planning
Precision RGM Phase V - Price & Pack architecture
Precision RGM Phase V - Price optimisation

Day 18 (Wed) ~ 55–60 min

Precision RGM Phase V - Promotion optimisation
Precision RGM Phase V - Occasion opportunities
Precision RGM Phase V - Pricing Interaction

Day 19 (Thu) ~ 55–60 min

Precision RGM Phase V - Route To Market optimisation
Precision RGM Phase V - Trade Investment Optimization
Precision RGM Phase V - Media & Advertising Spend Optimization
Precision RGM Phase V - Distribution Management

Day 20 (Fri) ~ 55–60 min

Precision RGM Phase V - Planograms & Merchandising
Precision RGM Phase V - MAGIC-R
Precision RGM Phase VI - Shape demand & align measures of success
Precision RGM Phase VI - Tactical Scenario Planning
Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

Week 5

Day 21 (Mon) ~ 55–60 min

Action RGM Phase VII - Serve demand, track and respond
 Serve Demand, Track & Respond
 E-Commerce
Action RGM Phase VII - Media Activation
Action RGM Phase VII - Operation Planograms & Merchandising
Action RGM Phase VII - In-store Activation
Action RGM Phase VII - Customer Engagement
Action RGM Phase VII - Trade Investment Management

Day 22 (Tue) ~ 60 to 90 min

--

Foundations Exam