

RGMi DNASM FOUNDATIONS

2 week learning plan

Day 1 (Mon) ~ 2 hours

	Overview
	Navigator
	Course Introduction
	RGM defined
	Profitable RGM by Design (multi-topic)

Day 2 (Tue) ~ 2 hours

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

Day 3 (Wed) ~ 2.5 hours

	RGM defined
	Implementing RGM
	RGM Phases
	Operating RGM
	Leveraging the RGM Capability — (multi-topic)

Day 4 (Thu) ~ 2.5 hours

	Operating RGM
	Process Rhythms & Routines
	Strategic RGM Phase I - Transform Value to Vision
	Transform Value to Vision
	Strategic RGM Phase I - Value
	Value

Day 5 (Fri) ~ 2 hours

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

Day 6 (Sat) ~ 4 hours

	Strategic RGM Phase I - Market Assessment
	Market Structure
	Pricing Evolution
	Strategic RGM Phase I - Market Dynamics
	Strategic RGM Phase II - Define Go-to Market Strategy
	Strategic RGM Phase II - Category Strategy
	Strategic RGM Phase II - Brand Planning
	Strategic RGM Phase II - Channel Strategy
	Strategic RGM Phase III - Configure demand landscape drivers
	Strategic RGM Phase III - Commercial policy

Day 7 (Mon) ~ 2 hours

	Strategic RGM Phase III - Assortment Planning
	Strategic RGM Phase III - Look of success
	Strategic RGM Phase IV - Prioritizing objectives in strategic scenarios
	Strategic RGM Phase IV - The overall objective function $f(x)$
	Strategic RGM Phase IV - Strategic Planning Scenarios

Day 8 (Tue) ~ 2 hours

	Strategic RGM Phase IV - Strategic Planning Scenarios
	Precision RGM Phase V - Configure tactical drivers
	Precision RGM Phase V - Budgets
	Precision RGM Phase V - Assortment Planning
	Precision RGM Phase V - Price & Pack architecture
	Precision RGM Phase V - Price optimisation

Day 9 (Wed) ~ 2 hours

	Precision RGM Phase V - Promotion optimisation
	Precision RGM Phase V - Occasion opportunities
	Precision RGM Phase V - Pricing Interaction
	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 10 (Thu) ~ 2 hours

	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
	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 11 (Fri) ~ 60 to 90 min

	Foundations Exam
--	------------------