

# RGMi DNA<sup>SM</sup> RGM TEAM

## 1 month learning plan

### Week 1

#### Day 1 (Monday) ~ 2.5 hours

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RGM defined  
Profitable Revenue Growth Management by Design  
DNA Framework  
Integrated Business Planning

#### Day 2 (Tuesday) ~ 2.5 hours

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Implementing RGM

RGM Phases

Analytics

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Operating RGM

Leveraging the RGM Capability

Process Rhythms and Routines

#### Day 3 (Wednesday) ~ 2.5 hours

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Strategic RGM Phase I - Value

Strategic RGM Phase I - Market Assessment

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Market Structure

Competitive landscape

Internal assessment

#### Day 4 (Thursday) ~ 3 hours

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Strategic RGM Phase I - Market Assessment

Growth maps

Pricing evolution

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Strategic RGM Phase I - Market Dynamics

PESTLE model

Opportunity sizing models

Panels

#### Day 5 (Friday) ~ 3 hours

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Strategic RGM Phase II - Category Strategy

Strategic RGM Phase II - Shopper strategy and insights

Strategic RGM Phase II - Shoppers occasions & mission

Strategic RGM Phase II - Brand Planning - part 1

### Week 2

#### Day 6 (Monday) ~ 3 hours

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Strategic RGM Phase II - Brand Planning - part 2

Strategic RGM Phase II - Channel Strategy

Strategic RGM Phase III - Commercial policy

**Day 7 (Tuesday) ~ 3 hours**

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- Strategic RGM Phase III - Assortment Planning
  - Innovation
  - Assortment Management
- Strategic RGM Phase III - Look of success
- Strategic RGM Phase IV - The overall objective function  $f(x)$

**Day 8 (Wednesday) ~ 2 hours**

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- Precision RGM Phase V - Budgets
- Precision RGM Phase V - Assortment Planning
- Precision RGM Phase V - Price, Pack architecture

**Day 9 (Thursday) ~ 3 hours**

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- Precision RGM Phase V - Price optimisation
- Precision RGM Phase V - Promotion optimisation
- Precision RGM Phase V - Route To Market optimisation

**Day 10 (Friday) ~ 3.5 hours**

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- Precision RGM Phase V - Trade Investment Optimization
- Precision RGM Phase V - Distribution Management
- Precision RGM Phase V - Planograms & Merchandising
- Precision RGM Phase V - MAGIC-R part 1

**Week 3**

**Day 11 (Monday) ~ 3 hours**

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- Precision RGM Phase V - MAGIC-R part 2
- Precision RGM Phase VI - Tactical Scenario Planning
- Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

**Day 12 (Tuesday) ~ 2 hours**

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- Action RGM Phase VII - In-store Activation
  - Value Communication
  - Areas of Shopper engagement
  - The Shopper at Shelf
  - Point of Purchase (POP)

**Day 13 (Wednesday) ~ 2.5 hours**

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

**Day 14 (Thursday) ~ 60 to 90 min**

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- RGM Team Exam