

RGMi DNASM SPECIALIST

1 week learning plan

Week 1

Day 1: Monday ~ 3.5 hours

- ☐ RGM defined
- ☐ DNA Framework
- ☐ Integrated Business Planning
- ☐ Operating RGM
- ☐ Process Rhythms and Routines

Day 2: Tuesday ~ 3 hours

- ☐ Strategic RGM Phase I - Viable Vision
- ☐ Strategic RGM Phase I - Market Assessment
- ☐ Pricing evolution
- ☐ Strategic RGM Phase I - Market Dynamics
- ☐ PESTLE model
- ☐ Strategic RGM Phase II - Category Strategy
- ☐ Category Dynamics
- ☐ Strategic RGM Phase II - Brand Planning

Day 3: Wednesday ~ 3 hours

- ☐ Strategic RGM Phase III - Commercial policy
- ☐ Strategic RGM Phase III - Assortment Planning
- ☐ Innovation
- ☐ Rationalization
- ☐ Precision RGM Phase V - Price optimisation
- ☐ Precision RGM Phase V - Promotion optimisation

Day 4: Thursday ~ 3.5 hours

- ☐ Precision RGM Phase V - Pricing Interaction
- ☐ Precision RGM Phase V - Trade Investment Optimization
- ☐ Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success
- ☐ Analytics
- ☐ Action RGM Phase VII - Serve demand, track and respond
- ☐ E-Commerce

Day 5: Friday ~ 30 min

- ☐ Action RGM Phase VII - Trade Investment Management

Day 6: Saturday ~ 60 to 90 min

- ☐ RGM Specialist Exam