

RGMi DNASM SPECIALIST

2 week learning plan

Week 1

Day 1: Monday ~ 55 min

- ☐ RGM defined
- ☐ DNA Framework
- ☐ Integrated Business Planning (Part 1)

Day 2: Tuesday ~ 80 min

- ☐ RGM defined
- ☐ Integrated Business Planning (Part 2)
- ☐ Operating RGM
- ☐ Process Rhythms and Routines (Part 1)

Day 3: Wednesday ~ 90 min

- ☐ Operating RGM
- ☐ Process Rhythms and Routines (Part 2)
- ☐ Strategic RGM Phase I - Viable Vision

Day 4: Thursday ~ 85 min

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

Day 5: Friday ~ 80 min

- ☐ Strategic RGM Phase II - Brand Planning
- ☐ Strategic RGM Phase III - Commercial policy

Week 2

Day 6: Monday ~ 55 min

- ☐ Strategic RGM Phase III - Assortment Planning
- ☐ Innovation

Day 7: Tuesday ~ 75 min

- ☐ Precision RGM Phase V - Price optimisation
- ☐ Precision RGM Phase V - Promotion optimisation

Day 8: Wednesday ~ 85 min

- ☐ Precision RGM Phase V - Pricing Interaction
- ☐ Precision RGM Phase V - Trade Investment Optimization

Day 9: Thursday ~ 90 min

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Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

Analytics

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Action RGM Phase VII - Serve demand, track and respond

E-Commerce

Day 10: Friday ~ 20 min

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Action RGM Phase VII - Trade Investment Management

Day 11: Saturday ~ 60 to 90 min

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RGM Specialist Exam