

RGMi DNASM SUPPLY CHAIN

3 week learning plan

Week 1

Day 1 (Monday) ~ 50 min

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RGM defined
Profitable Revenue Growth Management by Design
DNA Framework

Day 2 (Tuesday) ~ 60 min

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RGM defined
DNA Framework
Integrated Business Planning - part 1

Day 3 (Wednesday) ~ 65 min

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RGM defined
Integrated Business Planning - part 2

Day 4 (Thursday) ~ 60 min

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RGM defined
Integrated Business Planning - part 3

Day 5 (Friday) ~ 70 min

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Implementing RGM
RGM Phases
Analytics - part 1

Week 2

Day 6 (Monday) ~ 60 min

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Implementing RGM
Analytics - part 2

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Operating RGM
Leveraging the RGM Capability

Day 7 (Tuesday) ~ 70 min

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Operating RGM
Process Rhythms and Routines
Strategic RGM Phase I - Market Assessment
Market Structure

Day 8 (Wednesday) ~ 70 min

- ☐ Strategic RGM Phase I - Market Assessment
 - Internal assessment
- ☐ Strategic RGM Phase I - Market Dynamics
 - PESTLE model
- ☐ Strategic RGM Phase I - Market Dynamics
 - Opportunity sizing models

Day 9 (Thursday) ~ 70min

- ☐ Strategic RGM Phase II - Channel Strategy
- ☐ Strategic RGM Phase III - Assortment Planning
- ☐ Strategic RGM Phase IV - The overall objective function $f(x)$

Day 10 (Friday) ~ 70 min

- ☐ Precision RGM Phase V - Budgets
- ☐ Precision RGM Phase V - Price, Pack architecture
- ☐ Precision RGM Phase V - Price optimisation

Week 3

Day 11 (Monday) ~ 80 min

- ☐ Precision RGM Phase V - Promotion optimisation
- ☐ Precision RGM Phase VI - Tactical Scenario Planning

Day 12 (Tuesday) ~ 70 min

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

Day 13 (Wednesday) ~ 50 min

- ☐ Action RGM Phase VII - In-store Activation
 - Value Communication
 - Areas of Shopper engagement
 - The Shopper at Shelf

Day 14 (Thursday) ~ 90 min

- ☐ Action RGM Phase VII - In-store Activation
 - Point of Purchase (POP)
 - Customer Value

Day 15 (Friday) ~ 60 to 90 min

- ☐ Supply Chain Exam