

Course Title: RGM Essentials for Senior Leaders and Executive Teams

Driving Sustainable, Profitable Growth in a Changing CPG Landscape

Course Overview:

Today's Consumer Packaged Goods (CPG) industry faces pressure from every direction—tightening margins, changing consumer behaviors, retailer power, and inflationary headwinds. For executive teams and boards, the challenge is clear: grow profitably, not just in volume, but in value. This course equips senior leaders with the knowledge and strategic perspective to turn Revenue Growth Management (RGM) into a powerful lever for enterprise growth.

RGM isn't just about pricing...it's about how you position your entire portfolio and organization for profitable growth through smarter decisions around price, promotions, product mix, and trade investments. It is a major organizational culture change which requires change management, priority setting, and a strong roadmap. This training helps you understand the critical role you as a senior leader play in enabling your organization to succeed on your RGM journey with tips for how to accelerate your journey.

Why This Course Is Essential for Senior Leaders

- **Boardroom-Level Insights:** Learn how RGM can drive both short-term returns and long-term brand equity—and what questions you should be asking your teams.
- **Financial ROI Framing:** Understand how to evaluate financial impact and trade-offs and what's necessary to get your organization focused on more than driving volume.
- **Strategy Alignment:** Ensure that RGM is not just another functional initiative, but a core pillar aligned to your long-term corporate strategy and culture.
- **Risk Navigation:** Identify common pitfalls and missed opportunities—so you can lead confidently through implementation.
- **Organizational Readiness:** Discuss how you CAN Evaluate your data capabilities, team alignment, and change readiness through a strategic lens.

Key Takeaways for Executives and Board Members

- A clear understanding of **RGM's full strategic scope** and its direct impact on your organization.

- Approach to **assess your company's readiness** across data, people, technology, and leadership alignment.
 - A framework to **lead cross-functional transformation**, avoiding common execution traps.
 - Insight into **competitive benchmarking** and how leaders are using RGM to outperform peers.
 - Guidance on **what to pilot, measure, and monitor** to ensure long-term success.
 - The importance of a **strong roadmap** and clear prioritization
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Ideal Participants:

- CEOs, CFOs, CMOs, and Presidents of Business Units
 - Board Members evaluating strategic growth initiatives
 - Senior functional leaders in Sales, Marketing, Finance, and Strategy
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Delivery Format:

- Executive-level virtual or in-person session (2 hours)
- Option to customize with internal case discussions or readiness assessments
- ***EARN POI's RGM Transformational Leader Badge***