

## Course Title: Demystify RGM

### Bringing Revenue Growth Management to Life Across the Organization

#### Course Overview:

RGM is no longer just for pricing experts or finance teams—it's a company-wide capability that requires cross-functional collaboration to succeed. In today's complex CPG environment, every function has a role to play in driving profitable growth. If your team works in marketing, finance, demand planning, supply chain, insights, category management or IT and you're hearing more about RGM—but aren't sure where you fit in—this is your starting point.

**“Demystify RGM”** breaks down the buzzwords and builds real understanding. It gives your team the context and confidence to support RGM initiatives, contribute to smarter decisions, and embed growth-minded thinking into daily work.

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#### Why Cross-Functional Teams Should Attend

- **Clarity without complexity:** Learn what RGM actually is, how it works, and what success looks like.
  - **See where you fit:** Discover how roles across marketing, insights, supply chain, and finance contribute to RGM success.
  - **Boost alignment and collaboration:** Build shared language, goals, and understanding across functions.
  - **Unlock smarter decision-making:** Understand the business impact of price, promotion, mix, and trade choices.
  - **Accelerate change:** Learn how to support cultural and operational shifts that make RGM stick and build your own guiding coalition for change.
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#### You'll Walk Away With:

- A foundational understanding of **RGM pillars** and how they drive profitable growth
- Insight into the **organizational capabilities** needed for success—beyond tools and technology
- A look at **operational readiness** and how to identify and close capability gaps

- Real-world examples of how functions collaborate to build a true **RGM culture**
  - A framework for change management—including how to support adoption and avoid common pitfalls
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### **Who Should Attend**

- Functional leaders and team members in:
    - Marketing
    - Finance
    - Demand Planning
    - Shopper/Consumer Insights
    - IT & Data Teams
    - Supply Chain
  - Anyone looking to partner more effectively with RGM or sales teams
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### **Format**

- Live Virtual Training (2 hours)
- Includes interactive exercises, case examples, and an breakout session
- Earn **POI's RGM Advocate Badge** upon completion