



acumen RGM Capability

At a glance

Client: One of the world's largest FMCG suppliers with core products of table sauces, meals, snacks, and baby food.

Objective: Design a bespoke masters programme for the international RGM community.

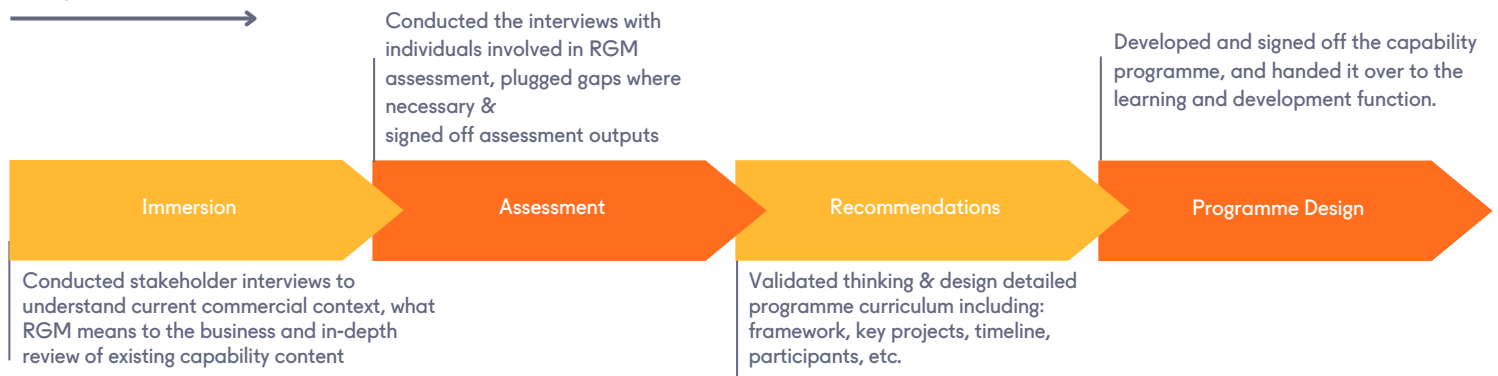
Challenges

1. Our client had experienced revenue managers, but wanted them to become the best in the industry (programme aimed at revenue managers with 2+ years experience)
2. Programme design needed to reflect the needs of the business whilst also the development of the individuals
3. Learning needed to be embedded through the job application of skills to enable individuals to deliver in their roles

Solution

We designed a two-tier programme comprising a core curriculum, covering the common development needs identified for the cohort, as well as personal development plans based on individuals functional needs and learning style.

Project Roadmap



Benefits

Client Feedback

9/10

Project NPS score

Acumen ... "felt like an internal team, with excellent collaboration"

"We had very aligned views and approaches"

Project Outputs:

1

Programme Principles Defined

We designed a programme that delivered on the common needs, but had a tailored journey based on functional needs and learning style. The structure was based around an aligned set of principles that were developed from RGM Lead interviews.

2

Individual Electives Creation

We created 5 individual electives to reflect key competencies, support PDP and individual project progress.

3

Governance and Documentation

We built out one pager documents for each part of the curriculum for how it would be executed. This also involved building out governance documents, such as R&R, Comms Plan and measures of success.