

The Oliver Wight Public Course Portfolio

Demand Labs

Detailed Description

Applying best practice demand planning principles in a variety of real-world scenarios in a hands-on workshop environment

Imagine the possibilities, realize the potential.



Demand Labs

What is this course about?

Understanding best practice demand planning and forecasting principles is the first step in developing a thorough Demand Management approach. Equally important is applying those principles in your business to understand where the gaps are in your process, tools, and people capabilities. That's where the Oliver Wight Demand Labs course comes in.

During this two-day workshop, Oliver Wight instructors will teach you how to apply the concepts of sound demand planning through eight separate breakout sessions that demonstrate how to incorporate inputs from sales, marketing, and product management when developing a demand plan. These sessions focus on real-world scenarios using the instructors own experience as well as data you provide. You can expect to learn critical demand planning techniques, including:

- Interpreting the results of a statistical forecast
- Creating planning scenarios to perform what-if analysis
- Developing contingency plans
- Improving understanding of key demand drivers as part of assumption management

In addition, through small design teams, you will learn how to plan at the aggregate level, translate aggregate plans into a detailed plan, and develop performance analysis techniques to improve the reliability of demand plans.

Who is it for?

- Demand planners, forecasters, and managers
- Analysts who are responsible for providing evaluation and input on demand
- Sales and marketing analysts
- Inventory control managers and analysts
- Anyone who uses the demand plan as part of their job responsibilities



“Our public course customers asked for a hands-on laboratory to learn how to apply demand management principles and best practices.”

Todd Ferguson, Lead Instructor



Demand Labs

Participants in the workshop laboratory should expect to “roll up their sleeves” and work through scenarios based on real-world experiences. Participants will work in small groups as well as on their own.

Sessions

Introduction to Demand Labs

- Why demand labs?
- Brief education overview of Demand Management best practices and guiding principles
- Summary of workshop activities, key benefits, and takeaways
- Rules of engagement

Statistical Forecasting

- Interpreting statistical forecasts
- Whether or not to trust the statistical forecast
- Techniques for evaluating the reliability of statistical forecasts

Multiple Views

- Using inputs from sales, marketing, promotion, product management, strategy, and statistical forecasts to create a time-phased demand plan
- What information should carry more weight in the near term versus the mid term versus the long term

Incorporating New Products into the Demand Plan

- Understanding key integration points with new product development and demand planning
- The art of estimating new product demand applied to long-term

planning horizons

- Leveraging product and portfolio key performance indicators to support new product demand

Assumption Management

- Making decisions on the demand plan based on assumptions
- Documenting, reviewing, and updating demand assumptions

Demand Execution

- Helps organizations deal with near-term business variances
- Drives alignment among key stakeholders on decisions needed, including potential escalations
- Ensures Senior Leaders ‘stay out of the weeds’ and stay focused on mid- to long-term planning

Performance Measurements and Analysis

- Evaluating calculations of demand plan accuracy, bias, and the cost of errors
- Identifying and reporting root causes of demand plan accuracy errors
- Developing ways to report demand plan accuracy to drive continuous improvement

Creating a Credible Demand Plan

- Creating the monthly demand planning “cadence”
- Considering key demand planning events and the timing of milestone activities when creating the demand plan
- Utilizing multiple views as critical inputs for a formal Demand Review

Scenario Planning

- Scenario planning best practices and why we need to run them
- Leveraging scenario models to enable decision making
- Key elements of scenario planning and minimum criteria
- Working scenario model activity

About Oliver Wight

Oliver Wight has a 50-year track record of delivering business improvement to some of the world's best-known organizations. We believe that sustainable improvement can only be made through your own people. So, unlike other consultancy firms, we transfer our knowledge to you, which means you can achieve performance levels and financial results that last.

At the leading edge of management thinking and practice, our Integrated Business Planning (IBP) model lies at the heart of our clients' journey to outstanding business performance. Oliver Wight originated Sales and Operations Planning in the 1970s. Integrated Business Planning can most simply be described as Advanced S&OP; evolving from its production planning roots over 50 years ago into the fully

integrated management and supply chain collaboration process it is today. Integrated Business Planning allows senior executives to plan and manage the entire organization over a 24-month horizon, aligning tactical and strategic plans each month and allocating critical resources to satisfy customers in the most profitable way.



Oliver Wight Americas

P.O. Box 368, 292 Main Street
New London, NH 03257, USA

(800) 258-3862

(603) 526-5800

info@oliverwight.com

www.oliverwight-americas.com

Oliver Wight Asia/Pacific

118/3 Male Street, Brighton
Victoria 3186, Australia

Oliver Wight EAME LLP

The Willows, The Steadings Business Centre
Maisemore, Gloucester, GL2 8EY, UK

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