OLIVER WIGHT

The Oliver Wight Public Course Portfolio

Demand Labs Course

Detailed Description

Applying Best Practice Demand Planning Principles in a Variety of
Real-World Scenarios in a Hands-On Workshop Environment

Imagine the possibilites,
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's 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 instructor's 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
Instructor

Timm Reiher
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

Other courses available from Oliver Wight
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Demand Management

Master Scheduling

Integrated Business Planning (Advanced S&OP)

Product & Portfolio Management

Integrated Supply Chain Management

About Oliver Wight

At Oliver Wight, we believe sustainable business improvement can only be delivered by your own people. So, unlike other consultancy firms, we transfer our knowledge to you; knowledge that comes from nearly 50 years of working with some of the world's best-known companies.

The Oliver Wight Class A Standard is recognized by organizations and industry commentators, as the definitive measure of business excellence. We have a long-standing reputation for innovation; we continually challenge the industry status quo, so you get the latest in fresh thinking around core business processes and their integration with people and technology.

Your Oliver Wight partners will coach, guide and inspire your people to drive change throughout your organization, allowing you to create a culture of continuous improvement and innovation that simply becomes for you 'the way we do things'. We call our approach to change management, the Proven Path; it's a proven, sustainable approach that will transform your business performance and deliver results straight to the bottom line.

Oliver Wight

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

T: (800) 258-3862
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