

The Oliver Wight Public Course Portfolio

Demand Management Course

Detailed Description

Best Practice Forecasting and Demand Management in the
Integrated Business Environment

Imagine the possibilities,
realize the potential



Demand Management Course

What is this course about?

This two-day course covers the fundamentals of demand planning including:

- roles/responsibilities and accountabilities,
- definitions
- process flows
- levels
- timing and horizons technologies
- mechanics.

The instructors explain best practices companies are applying today starting with giving you a perspective on broad demand planning concepts and success drivers. You will learn where the gaps are in your business process, tools, and people capabilities and what to do about them when you get back to your desk. There is no theory, only practical, applied concepts.

Because Oliver Wight is in consultative contact with hundreds of companies in virtually all industries and points on the supply chain, our best-practice knowledge is always fresh. To give you an advantage on potential new areas of demand planning advantage, the course includes discussions of developing trends in best practices – where the next improvements or even breakthroughs are likely to appear.

Who is it for?

- New demand planners/managers and forecasters
- Experienced demand planners/managers looking for an update on best practices
- Someone wanting to understand how the demand planning side of the supply chain equation should operate
- Someone investigating demand planning as a possible career move



“Very practical approach - concept that can be easily implemented.”

Brice LeCorre, Bayer



Todd Ferguson
Instructor



Timm Reiher
Instructor

Demand Management Course

The course design accommodates discussion and idea-sharing among participants, as well as hands-on practice. Small team workshops and assignments build to a full, multiple-view consensus demand planning exercise in the second half of the course. Attendees will develop action plans to improve personal performance and the effectiveness of their companies' demand planning process.

Course Content - Day One

Who Is Oliver Wight?

- Class Introductions
- Warm-Up Exercise

Perspective

- The Bullwhip Effect
- Definition of Demand
- Sources of Demand
- Definition of Demand Management
- What Demand Planning Is Not
- Characteristics of an Effective Demand Planning Process
- Who “Organizational Responsibility” Lies With
- How Demand Management Integrates within Integrated Planning & Control
- Customer of the Demand Plan
- Best Practices, Examples, and Principles

Assumption Driven Planning

- Facts or Feelings
- Definition of Assumptions
- Document Assumptions
- Demand Plan Inaccuracies – Finding the Driver
- Documenting and Validating Assumptions
- Examples, Templates, and Principles

Statistical Analysis View

- Multiple Views of Demand – Statistical Analysis
- How to Use History
- What Output Statistics Tell You
- Statistical Forecast Must Be Analyzed
- Considerations When Utilizing Statistical Forecasting
- Examples

Business Strategy & Plan View

- Framing the Problem
- Executives' Focus
- Identify Assumptions
- What to do with Gaps
- Class A Behaviors

Brand and Marketing Views

- Multiple Views
- Input/Output
- Pricing Strategies
- New Distribution
- External Influences
- Examples

Sales View

- Sales and Customers
- Understanding the Sales Perspective

Product Portfolio View

- Challenges of Incorporating New Product Input
- Objectives of the Product Management Review
- Output and the Demand Plan
- Dealing with Uncertainty
- Examples

Opportunities, Risks, and Uncertainties

- Document
- Range of Demand
- Project-Based Business
- What not to do
- Who Decides

Role of the Demand Planning Organization

- Demand Planners – The Expectation
- Workshop

Course Content - Day Two

Consensus Process

- Definition
- Integrated Business Planning (Advanced S&OP)
- Typical Agenda for the Demand Review
- Demand Review Participants
- Output of the Demand Plan
- Class A Demand Review Defined

Consensus Planning Workshop

What a Demand Review Looks

Like

- Typical Demand Review Format

Demand Control

- Purpose of Demand Control

Customer Linking/Collaboration

- Prerequisites to Effectively Link and Collaborate
- Customers Should Share More Than the Buying Schedule
- Customer Linking Defined
- Collaboration Defined
- Keys to Successful Relationships
- Examples

Performance Measurements

- How Not to Use Performance Measurements
- Monthly Planning Cycle
- Demand Plan Accuracy Measurement
- When to Measure
- Planning Strategies
- Process Measurements
- Examples

Improvement/Change Process

- Excellent Demand Management Has three Elements
- Improvement Methodology
- Critical Issues

Other courses available from Oliver Wight

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Demand Labs

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.



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