

Executive Briefing for Integrated Business Planning

Raising Leadership Awareness



The Oliver Wight Executive Briefing

An Executive Briefing is an awareness-raising session for senior management on what the best practices are and their impact on the supply chain and customer service. The briefing is not a substitute for education – it is intended to provide a perspective that can be used to understand why it is necessary to change current practices and behaviors. At some point, more detailed education will be required to gain a thorough understanding of what it will take to improve, implement, and operate the process.

Agenda

An Oliver Wight principal arrives by 8:00 a.m. The first hour is spent becoming more familiar with your products and how you bring them to market.

The principal then conducts brief, informal interviews with each of the members of the senior management team. The purpose of these sessions is to gain an understanding of their individual strategies, problems, issues, and concerns. These interviews should be scheduled in thirty- to forty-five minute increments. Time constraints may create the need to combine interviews when suitable to do so. The agenda is laid out prior to the briefing, permitting you to provide a schedule to those involved.

The Oliver Wight principal will assimilate the information he or she has gathered, incorporate it into their briefing material as appropriate, and deliver the briefing during the afternoon. Two to three hours should be reserved for the briefing.



“ Understanding the opportunity is the first stage of realizing your potential. ”

Conducting the Executive Briefing: The entire senior management team that participated in the earlier interview process should be in attendance. The format is that of a business meeting. Although portions of the session will be in “presentation” mode, dialogue is encouraged, both with the principal and amongst the team. Following is a rough agenda:

- Solicit, capture, and discuss input from the group relative to the current “environment” (the principal will have heard their issues and concerns during the individual sessions and will draw them out here if necessary).
- Present and discuss the Integrated Business Planning process and impart a “best practices” (Class A) benchmark.
- Compare and contrast Integrated Business Planning with the current environment to discover opportunities for breakthrough and/or incremental improvements.
- Demonstrate the types of benefits other companies have achieved by successfully applying Integrated Business Planning best practices.
- Describe a proven methodology for successfully implementing the change necessary for a company to achieve Class A Integrated Business Planning.
- Facilitate discussion as to what the possible next steps may be, resulting in a short-term action plan.

Deliverables

Those attending the briefing can expect to raise their level of awareness relative to:

- What Class A Integrated Business Planning is and isn't, how it works, and where your company stands relative to its achievement.
- How successful companies benefit from Class A Integrated Business Planning and areas where potential improvements may accrue at your company.
- The proven methodology for successfully implementing Class A Integrated Business Planning with an emphasis on what senior management's role is during and after the implementation.
- A potential path forward.

The principal will leave you with three copies of *The Oliver Wight Class A Checklist for Business Excellence, Sixth Edition* and three copies of the *Enterprise Sales and Operation Planning* book.

Ready to go?



Oliver Wight has a 40-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 our management thinking and practice, our Integrated Business Planning (IBP) model lies at the very heart of our clients' journey to outstanding business performance. Oliver Wight originated Sales and Operations Planning in the early 1980s, and Integrated Business Planning can most simply be described as Advanced S&OP; evolving from its production planning roots over 40 years into the

fully integrated management and supply chain collaboration process it is today. Integrated Business Planning allows the senior executive 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.



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