



# Integrated Business Planning



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Are you interested in learning more about **Oliver Wight's Integrated Business Planning (IBP)** approach? This brochure is the perfect place to start. We will go over the basics of the process and what your organization could get out of this strategic initiative.

IBP is the preeminent approach to business management, even becoming a standard practice among business owners and leaders. Using this method allows leaders to connect strategy directly to execution, and to integrate all business functions around one “game plan”; proactively adapting to internal and external changes without sacrificing business performance. Read on to learn more about the topic and how to implement it effectively.

# Defining Integrated Business Planning

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Integrated Business Planning is a decision-making process that aligns strategy, portfolio, demand, supply, and the overall resulting financials through a monthly replanning process. This integrated process projects operating plans over a rolling 24-month future planning horizon with a focus each month on what has changed from the previous plan (exception-driven review). The process creates plan visibility and an environment that allows senior management to hold all functional teams accountable for the plan's performance, resulting in superior business results.

Implementing IBP ensures that the single operating plan is a reliable, effective, and dynamic process. It helps leaders make informed decisions and ensures that the organization can execute them successfully. Oliver Wight has decades of experience guiding organizations through IBP implementation, and successfully coaching business leaders on how to use the process to improve business results.







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## The Value of Integrated Business Planning

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So what value does IBP hold for you? Nearly every business could benefit from adopting this strategic initiative for their organization. The main advantage of IBP is that it connects company functions and executive teams that are often “stove piped”. This way, separate functions become aligned and integrated, which creates a more seamless operating plan for the entire business.

Once your organization’s innovation, demand creation, and supply plans are on the same page, there will be better execution, with less chance of misalignment and unforeseen surprises in business results. Streamlined communication across the business makes it easier for your team to deliver innovation quicker and grow sales where desired, while improving customer service and lowering operating costs and inventory.

# Optimizing IBP as a “Tool” for Business Improvement

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Knowing about IBP is not enough; you will need to implement the integrated planning process as a “tool” or method to drive business improvement. The improvement outcome may differ from company to company, depending on your organization's specific needs and circumstances.

What are the reasons a business should implement IBP if there is an existing process in place? Partnering with an Oliver Wight Business Advisor helps get an objective third-party view of the current process. Your business advisor can identify process gaps and needs, and educate your team on IBP and the benefits of the process while guiding your team through the process implementation to achieve optimal business results. Oliver Wight experts have the insights and experience to tailor the approach to best meet your organization's specific needs.





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## How IBP Acts as a Preventative Measure

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As any good business leader knows, the future is unpredictable, and precautions should be taken to prepare for the unexpected. Anticipation and proactive planning could be the key to your success when faced with uncertainty and unexpected bumps in the road. IBP supports scenario planning to help businesses identify and proactively address future uncertainty. Scenario planning can help all functions anticipate potential changes and to evaluate the organization's capability and gaps to address these changes. When everyone is on the same page and working from the same set of plans and assumptions, a more credible plan is developed that proactively addresses future uncertainty.

# Common Questions and Pitfalls

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IBP is a comprehensive business process that requires time and attention to succeed. Here are some of the most frequently asked questions that our clients initially have about the IBP process:

## **How do you know you're getting the most out of IBP?**

Simply implementing the process is not enough. You must always be working to keep your IBP process dynamic and focused on improvements that will bring the most business value and shift certain components in response to external and internal changes. If you feel your process is faltering or stagnant, Oliver Wight can help get your organization back on track and to take the next steps in delivering improved business results.

## **Are you using the insights driven by IBP correctly?**

As masters of the IBP process, Oliver Wight Business Advisors are integral to ensuring that you and your team are implementing it correctly and getting the most out of the plans developed through the process. Your team's insights and identification of improvement opportunities are factored in to help achieve your strategy.





## About Oliver Wight

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When you talk to Oliver Wight about improving your business, we'll assume you want results, not just better processes – things like increased revenues and margins and greater market share. If you have the desire, it is possible to make improvements that truly transform the performance of your organization and create more fulfilling roles for the people within it. We believe this can only be delivered by your people. So, unlike other consultancy firms, we transfer our knowledge to you; knowledge that comes from over 50 years of working with some of the world's best-known companies.

Do you have questions or want to talk to the Oliver Wight Americas team? [Reach out to us!](#)

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