

BECOMING AN INTELLIGENT DEMAND PLANNING ORGANIZATION

Why cultural change is critical

“Companies are embracing analytics capabilities and new data streams as an opportunity to understand consumers and demand as never before. However, it takes time to transform from a limited analytics role to a broader role, which is an enterprise effort, requiring a different corporate culture (people skills), process, analytics and tech changes.”

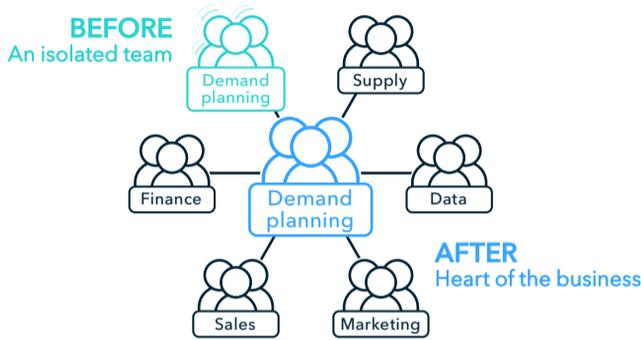


“ The biggest corporate challenge to implementing an intelligent business strategy is cultural resistance. ”

IQPC'S INTELLIGENT AUTOMATION NETWORK

SIX STEPS TO CREATING LASTING CULTURAL SHIFT

- 1 ASSIGN A C-LEVEL DEMAND PLANNING CHAMPION**
 To help the entire organization understand the strategic importance of integrated demand planning and effect the necessary change management.
- 2 CREATE AN OVERALL VISION OF DEMAND PLANNING**
 Show its value: revenue and profit improvements, increased customer service levels, and inventory cost reductions in waste and working capital.
- 3 DEVELOP A ROADMAP TO THE FUTURE STATE**
 Identify the process capabilities required to successfully implement the next generation demand management organization across people, process, analytics and technology. Assign timetabled tasks.
- 4 TAKE A PHASED APPROACH**
 Pilot the new process, analytics and technology to show a quick win.
- 5 ACTIVATE CHANGE**
 Work with a solution provider to deliver the right predictive, consumer-to-supply analytics capability.



- 6 CREATE AN EVALUATION/FEEDBACK PROCESS**
 To demonstrate the value of analytics and AI to all departments associated with demand planning.

EXECUTE SPONSORSHIP: THE KEY TO UNLOCKING CULTURAL CHANGE

If, like many organizations, you're challenged by an explosion of SKUs and/or major changes in consumer behavior, you'll know how hard cultural change can be.

“ Fundamentally, a collaborative culture results in a single source of the truth. Such a culture facilitates connectivity among the various islands of information, from downstream consumer strategies and tactics to upstream supply planning, manufacturing, and distribution. ”

CHARLES CHASE
 CONSUMPTION-BASED FORECASTING AND PLANNING, WILEY 2021

Learn more about how culture plays a role in driving an intelligent demand planning organization