Deploying World-Class IBP
- A Practical Guide

E-Learning Programme

Key Benefits

- Builds on **key learnings and case studies** from many IBP deployments across industry sectors and explores the 5 Key Success Factors for IBP adoption

- Unlike most IBP education, this programme focuses on the most critical part of IBP, **how to deploy it**, rather than merely replaying the generic textbook design of IBP

- Guides the user through a structured process of **action-based learning** and **accelerated creation of a tailored IBP roadmap** which incorporates the key insights that drive deployment success

- Provides a clear focus on building an **enterprise-wide, cross-functional IBP process**. The course author, Neil James, is uniquely positioned amongst IBP practitioners to coach on these topics, with a career track-record as a commercial VP and deployment leader for IBP in a major global business.

- Additional packages including 1:1 coaching from the course author are also available.

What's Included?

- Self-contained e-learning package comprising 10 modules
- Frameworks, tools and case studies for immediate application in your organisation
- Templates & worksheets to guide the practical development of an IBP programme roadmap for your business.

Who is it for?

The programme is designed to support leaders with responsibility to lead the deployment of IBP in their organisation.

This might include;

- The deployment leader who will head the IBP design and deployment programme of IBP in the business

- A senior leader with overall functional responsibility for IBP or a key role in sponsoring the company's deployment of IBP

- Any functional leader who will participate in the core programme team

Note that this programme, *unlike most IBP courses*, is not targeted solely at the supply chain function. The programme is designed to provide critical insights for leaders across commercial and finance functions in addition to the manufacturing and supply chain teams, as deployment learnings show that all of these functions are crucial to IBP adoption.

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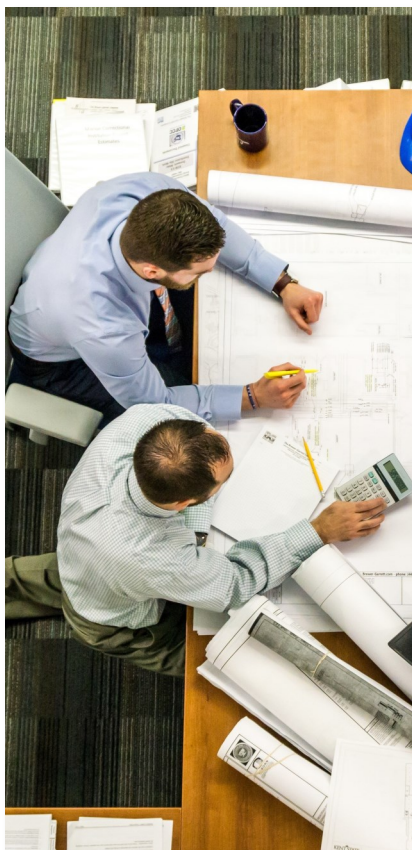
Course Content

Deploying World-class IBP is an e-learning course with a very practical emphasis and output.

Rather than concentrating on the textbook concepts of IBP (which can be easily found in abundance on Google) this programme focuses on what makes IBP adoption successful – HOW you deploy IBP in the real-world, in your business. The programme is designed to lead you right from the first module to take on board key learnings and apply them immediately to create a practical high-level roadmap for your IBP deployment.

The programme includes:

- A self-contained e-learning package comprising 10 modules:
    1. **IBP—Enterprise Planning for a Complex World**
    2. **Plan for Success**
    3. **Enable Agility with IBP**
    4. **Engage the Business in IBP Adoption**
    5-9. **Embed Resilient Enterprise Planning— 5 Key Success Factors**
    10. **Create a Roadmap for Change**

- Frameworks, tools and case studies for immediate application in your organisation

- Templates & worksheets to guide the practical development of an IBP programme roadmap for your business.

- Optional personalised coaching add-ons are also available including 1:1 coaching from Neil James, the course author.

How long does it take to complete the programme?

- You should expect to take at least 12 hours to complete the course. This includes time required to reflect on the content and address the questions set in each module. The creation of the roadmap at the end of the programme typically requires at least 8 hours of preparation and input to create a first draft.
- The length of each module varies from 30 minutes to 60 minutes but the actual time taken will depend on how much time is dedicated to collate and adapt learnings to your organisational context at the end of each segment.

How do I purchase the programme?

- The e-learning programme is hosted at **blueglassconsulting.ispringmarket.eu**
- The programme can be purchased using Paypal or credit card and payment can be made in local currency, if required, using the Paypal facility.
- The programme price is **£549**

The author

The programme was created by Neil James, a globally-recognised thought-leader in Integrated Business Planning (IBP). He writes extensively on IBP and his articles have been published widely in both specialist supply chain and leadership publications such as the *Journal of Business Forecasting* and *Finance Management*.

Unlike many IBP champions, Neil brings a unique perspective and background to this discipline as an experienced commercial leader. Neil has 20 years' senior leadership experience in the pharmaceutical industry with GlaxoSmithKline (GSK), where he had an extensive track record of delivery in a range of senior commercial roles and went on to lead the global deployment of IBP across GSK's $30billion business. He has wide leadership experience in sales, marketing and general management and also in leading strategic transformation programmes.

Neil now advises client organisations on the deployment and development of IBP. His primary interests are in building sustained high-impact IBP practices with a particular focus on establishing IBP as a core enterprise planning approach with strong cross-functional engagement.

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Detailed Course Description

Background

This programme was developed in order to meet the need for robust yet flexible enterprise planning in an increasingly complex and volatile business environment. In particular, the current context created by the COVID-19 pandemic has caused supply chains and businesses worldwide to re-examine some key organisational capabilities – agility, resilience to market shocks and the ability to rapidly build integrated cross-functional plans in line with corporate strategy.

Many companies are now seeking either to deploy IBP for the first time or to extend their current capability in IBP or similar processes such as Sales & Operations Planning (S&OP).

This programme supports leaders to review best practice in IBP adoption and to build a high-level IBP deployment plan for their business.

Module 1 - Enterprise Planning for a Complex World

The context & role of Integrated Business Planning (IBP) in driving aligned enterprise plans;
- The need for IBP
- The basics of the IBP process & its enterprise benefits
- The role of IBP in enabling agility
- The key foundations for effective IBP

Module 2 - Plan for Success

Learnings and insights from IBP deployments across industry sectors & the 5 Key Success Factors for IBP deployment.
- Reflecting on experiences of IBP and S&OP deployment
- The key risk factors for IBP deployment
- 'Before Action Review' outlining common IBP failure modes and key success factors

Module 3 - Enable Agility with IBP

The key requirements for creating agility and the critical components of IBP which enable these.
- Designing-in agility
- Key agility enablers
- Critical IBP elements
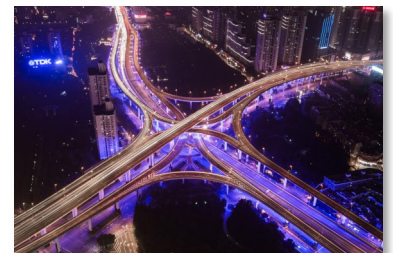
Module 4 - Engage the Business in IBP Adoption

Engaging the organisation to create high-impact and sustainable ways of working with IBP
- Typical IBP deployment challenges and learnings
- Selecting the optimal change approach
- Options for IBP deployment models
- Incorporating learnings from your own organisation

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Module 5 - Senior Leadership Support

This module explores the first of the 5 Key Success Factors for IBP deployment - Senior Leadership Support;

- Positioning enterprise-level benefits to senior leaders
- The value of cross-functional sponsorship
- The role of the senior sponsor

Module 6 - Cross-Functional Engagement

The second of the 5 Key Success Factors for IBP deployment - Cross-Functional Engagement.

- Identifying and engaging key influencers, including the development of an IBP champions' network
- Positioning the specific benefits of IBP to commercial and finance teams
- Using co-creation to build cross-functional engagement in IBP

Module 7 - Enterprise Focus

Focusing on tangible outcomes of IBP at enterprise level;

- Deployment Leadership
- Steering and governance of the IBP programme
- The use of metrics to create enterprise-level focus
- Ensuring the alignment of IBP with other core corporate processes

Module 8 - Cultural Change

Exploring the need for cultural change in both the short- and medium/long-term horizon;

- Short term - enabling cross-functional working, empowerment and process discipline to support IBP adoption
- Medium to long-term - applying a structured framework to identify and prioritise cultural change requirements for sustained, high-impact IBP

Module 9 - Embed & Sustain IBP

Identifying practical approaches to maintain quality and engagement in the new IBP process;

- Embed - the key requirements to embed IBP in the business and to manage handover to business-as-usual (BAU) operation
- Sustain - the key components to maintain and enhance IBP, including governance and support needs, and the role of cultural enablers

Module 10 - Create a Roadmap for Change

The final module of the Deploying World Class IBP programme draws the learnings and insights on best practice IBP deployment;

The module guides the creation of your own high-level IBP roadmap. Your reflections from each module along with templates, worksheets and a roadmap pro-forma are used to build a tailored and practical output.

For further information - contact Neil James at neil.james@blueglassconsulting.com

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