



Management

Demand Management: Best Practices, Processes and Principles 3 Days

In the past, demand management was minimal at best and nonexistent in most cases. Today, companies are using demand management to drive their supply and financial plans. In addition, competition, opportunity, and pressure are driving a greater realization of the value and need for competency in planning, communicating, influencing, prioritizing, and managing demand. Therefore, companies need to increase performance expectations including price expectations, product availability, and responsiveness to continuously improve. This class highlights some of the core principles, processes, and techniques to improve your ability to understand and more effectively perform demand management.

WHO SHOULD ATTEND

This class is intended for managers, supervisors, executive management, and anyone who has to make decisions concerning supply, supply management, and overall business operations.

WHAT YOU WILL ACHIEVE

- A clear understanding of demand management and its purpose
- An understanding of the factors that influence demand
- A toolbox of techniques for managing and prioritizing demand
- An understanding of how to collaborate with others to improve demand management
- How to plan for and manage uncertainty in demand management
- How to best measure performance
- The role of technology in demand management

WHAT YOU WILL LEARN

UNIT 1. Fundamentals of Demand Management

- Topic A. What is Demand Management
- Topic B. Principles of Communicating Demand
- Topic C. Principle of Influencing Demand
- Topic D. Managing and Prioritizing Demand

UNIT 2. Issues and Techniques

- Topic A. Multiple Views of Demand
- Topic B. The Human Factor in Demand Management
- Topic C. Planning Strategies for Managing Uncertainty
- Topic D. Performance Measurements
- Topic E. Role of Technology

UNIT 3. Collaboration, Consensus, and Integration

- Topic A. Demand Collaboration
- Topic B. Demand Consensus and Integration

Thank you for choosing Projections Consulting, Inc.

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