

# How to Develop and Lead Multi-Year RGM Strategies with AI

Most Revenue Growth Management (RGM) teams in Consumer Packaged Goods (CPG) organizations operate on annual planning cycles — which drives reactive decisions and limits long-term value creation. Yet sustainable, profitable growth rarely happens in a single year.

This one-pager is a practical guide for RGM teams to build a multi-year RGM strategy. It outlines a structured framework covering what to consider, how to sequence priorities, and what good execution looks like across pricing, promotions, portfolio, distribution, and innovation.

**What you will learn:**

- Structure your multi-year RGM plan from baseline assessment to full execution
- Align your team around long-term financial goals and day-to-day commercial decisions
- Identify the key decisions and inputs needed at each stage of the strategy

## The ADAM framework - Assess. Design. Activate. Measure.

| Phase             | Purpose                    | What Happens in This Phase  | Outputs   |
|-------------------|----------------------------|---|---|
| Assess & Diagnose | Establish a clear baseline | Assess RGM maturity across data, technology, and capabilities.          | Clear view of current RGM maturity, data readiness, capability gaps, and priority value pools |
|                   |                            | Audit data quality and connectivity to create a single source of truth. |   |
|                   |                            | Benchmark team capabilities and identify skill gaps.                    |   |
|                   |                            | Identify the largest revenue and profit pools through value mapping.    |   |

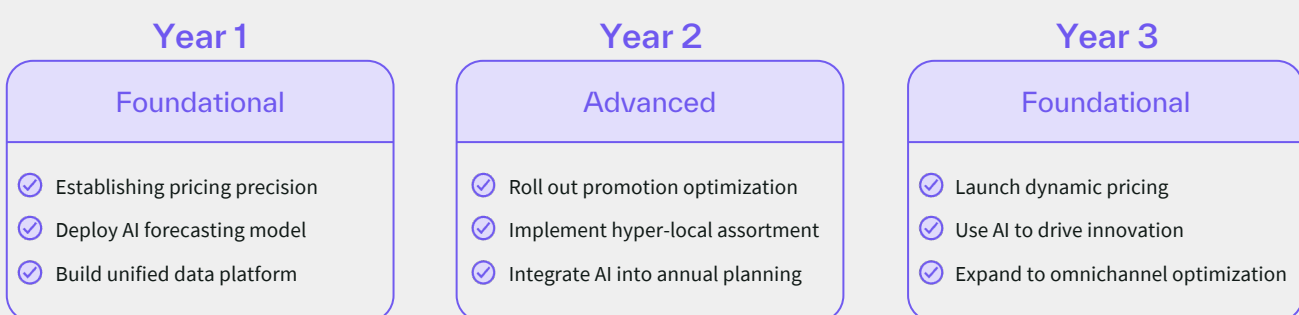
| Phase             | Purpose                                | What Happens in This Phase  | Outputs  |
|-------------------|--|---|--|
| Design & Simulate | Define direction and strategic choices | Set clear, measurable multi-year RGM objectives.  | Multi-year RGM strategy, prioritized initiative roadmap, clear success metrics |
|                   |  | Define a “how to win” strategy.   |  |
|                   |  | Translate value pools into a focused initiative portfolio (e.g., high-growth channels, new price-pack architectures). |  |
|                   |  | Prioritize initiatives by impact and feasibility with owners and KPIs.  |  |

| Phase              | Purpose                   | What Happens in This Phase   | Outputs  |
|--------------------|---------------------------|--|--|
| Activate & Execute | Turn strategy into action | Build an AI-enabled operating model supported by a unified data platform.                          | Embedded RGM workflows, scalable execution model, proven value cases |
|                    |                           | Embed insights into core commercial workflows (e.g., commercial planning, key account management). |  |
|                    |                           | Roll out initiatives through pilots, then scale based on proven impact.                            |  |

| Phase            | Purpose                                  | What Happens in This Phase  | Outputs  |
|------------------|--|---|--|
| Measure & Refine | Ensure impact and continuous improvement | Quantify value through a robust financial model and business case.  | Measured business impact, continuous optimization, evolving multi-year roadmap |
|                  |  | Track performance using balanced financial and operational KPIs (e.g., revenue growth, margin, promotional uplift). |  |
|                  |  | Establish a regular governance cadence to review, learn, and adapt.   |  |

## What a three-year RGM roadmap could look like

The three-year roadmap below is an example of what the output of the ADAM framework looks like in practice. A concrete execution plan built from the insights and priorities identified across the four phases.



## Key Takeaways

- Sustainable and profitable growth requires a multi-year RGM strategy
- Short-term, reactive planning limits long-term value creation
- A structured four-phase approach enables alignment, execution, and measurable impact
- Realistic time horizons are critical
  - Building durable capabilities, securing resources, and scaling impact typically requires multiple years rather than a single planning cycle.

Buynomics empowers companies to optimize Revenue Growth strategies using AI-driven simulations, ensuring maximum profitability and competitive advantage.

