



# EGE **EPIC** Growth Exchange

27<sup>th</sup> and 28<sup>th</sup> March 2025, Dublin, Ireland



# Scott McBeath

Consultant at Total Negotiation

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*Exposing the reality of where RGM  
teams are right now*

Total**Negotiation**Group

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# **Epic Growth Exchange**

Exposing the reality of where teams are right now

**We transform our  
client's commercial  
outcomes through  
capability development  
and consultancy support**

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L'ORÉAL

RECKITT  
BENCKISER

dun & bradstreet

Total  
Negotiation  
Group



nielsen  
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# MY RGM ROLE

1

**PILOT  
PROJECTS**

2

**TOOLS  
& PROCESSES**

3

**CAPABILITY  
BUILDING**



# RCM AT FAN SPORT

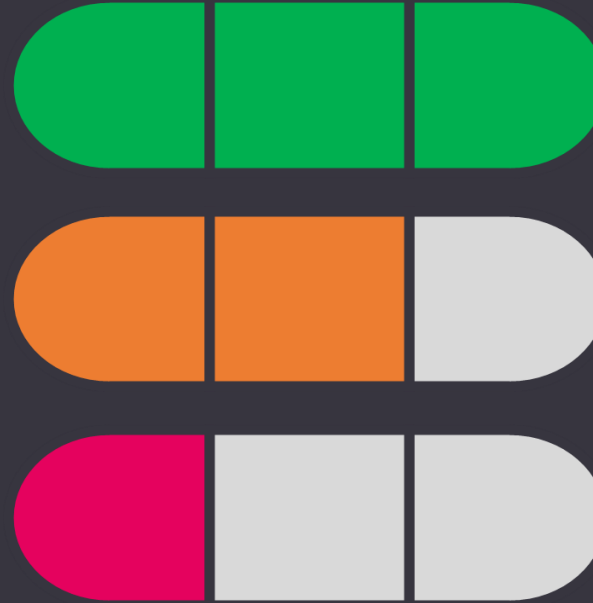
# 1. UNDERSTAND YOUR AUDIENCE







## 2. MAKE IT RELEVANT

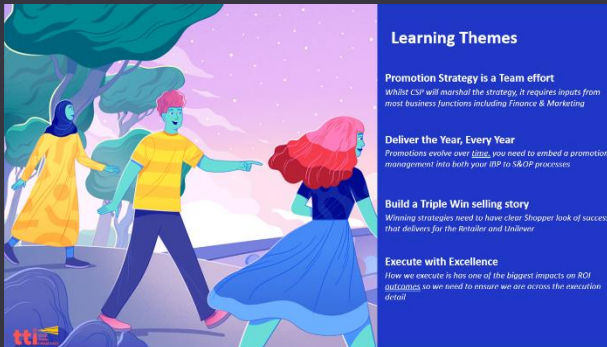


# 3. MAKE IT ACCESSABLE

Brilliant  
Basics  
eLearning

Classroom

Black  
Belt  
Masterclass



**70**

On the Job  
experience

**20**

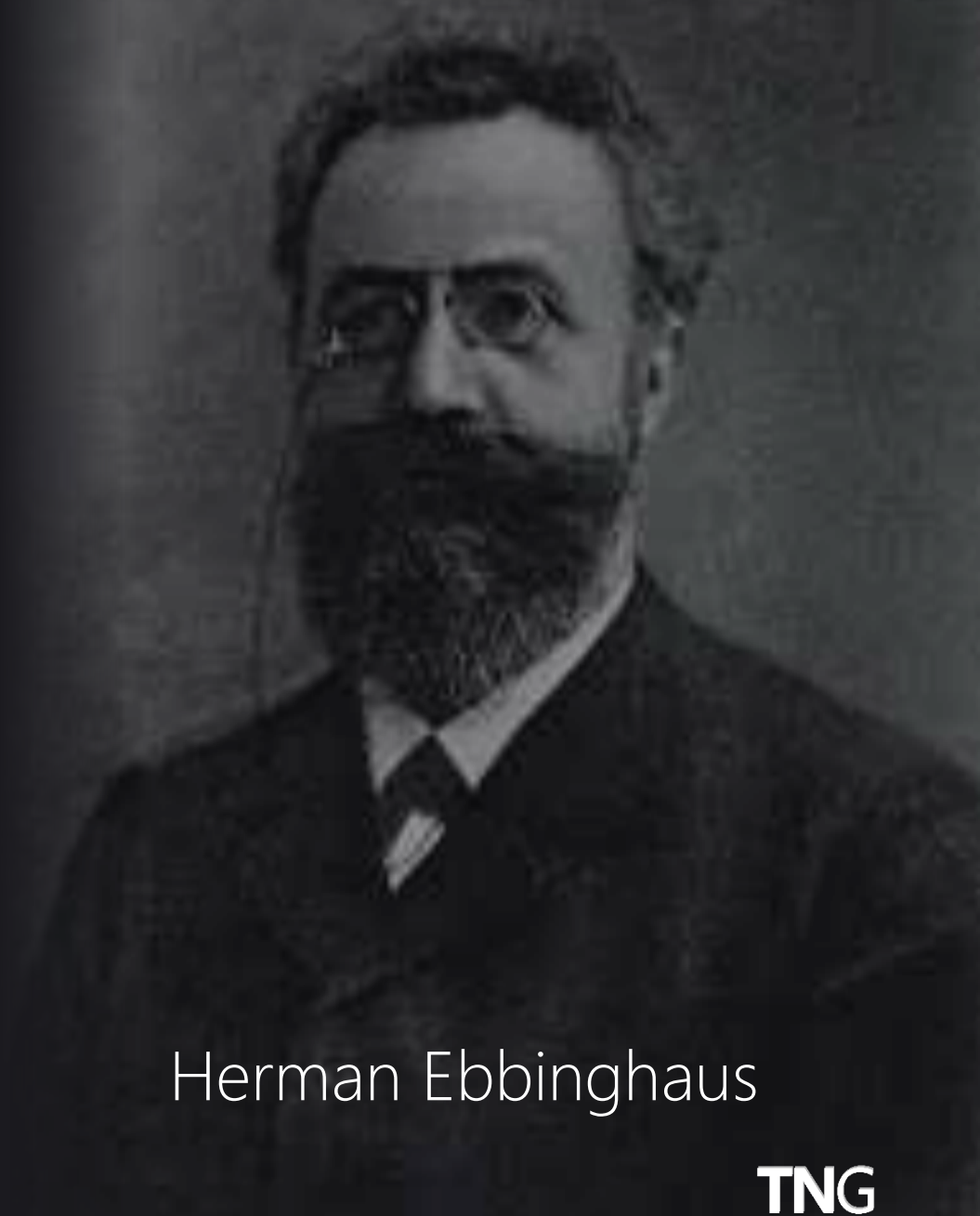
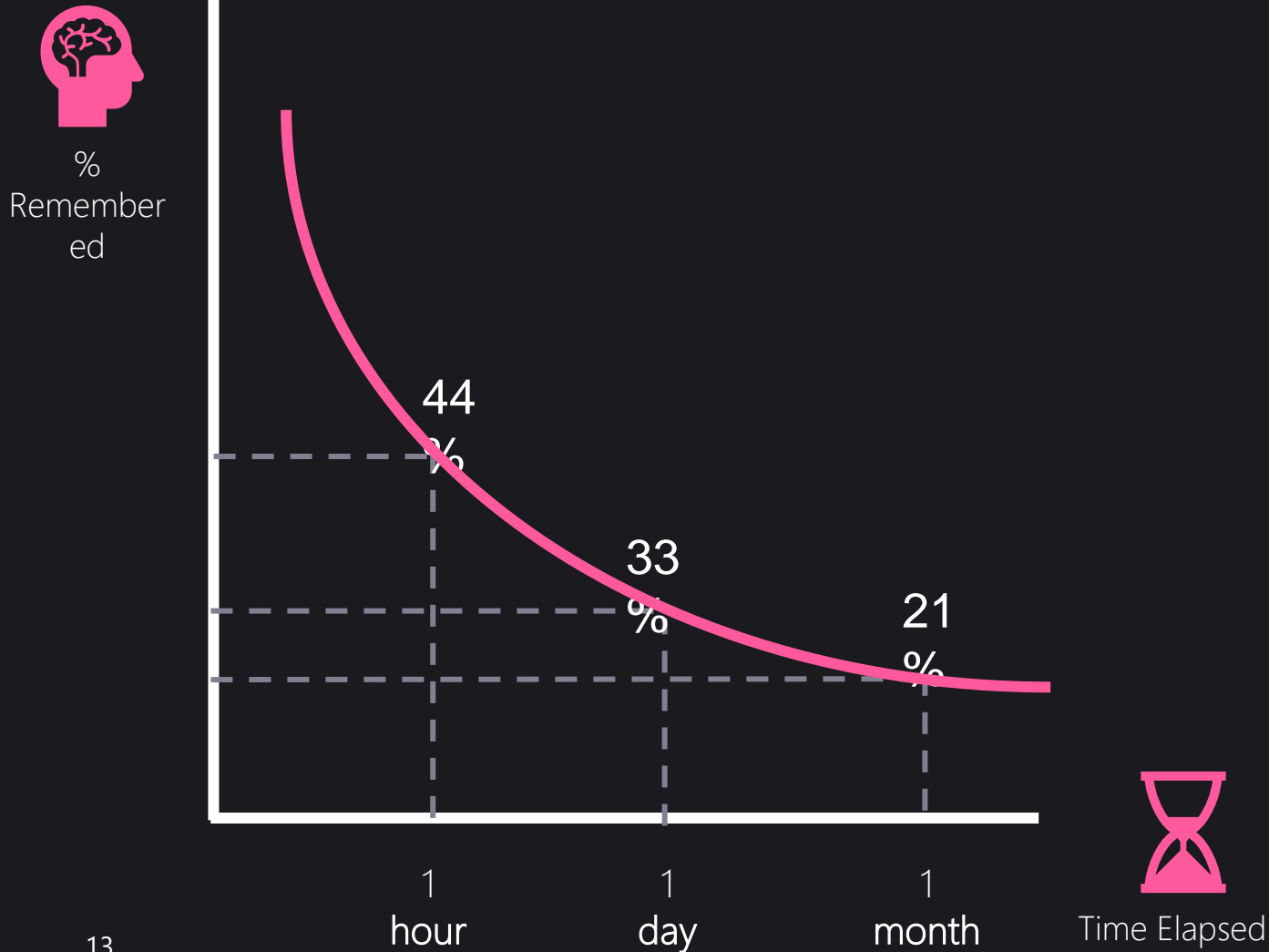
Working  
Together

**10**

Formal  
Interventions



# The Forgetting Curve



## 4. MAKE IT REPEATABLE

**10**

Theory

**20**

Applied together

**70**

On-Going implementation day to day



1. Understand your audience
2. Make it **relevant**
3. Make it **accessible**
4. Make it **repeatable**