

## **Masterclass: Precision Planning – Integrating Demand Forecasting and Capability Mapping to Futureproof Your Workforce**

Date: Monday, 18 November 2024

Time: 1:00pm – 5:30pm (includes afternoon tea and a networking hour)

Location: SWP Conference venue, London

### **Overview**

This interactive, hands-on Masterclass is designed for professionals seeking to strengthen the connection between business strategy and workforce planning through powerful, practical tools. You'll gain confidence in forecasting future workforce demand, mapping enterprise capabilities, and designing agile workforce strategies that support long-term organisational success.

### **Agenda**

1:00–1:15pm – Welcome & Orientation

Meet your facilitators

Icebreaker: The forecast that fooled us – Lessons from demand planning failures

1:15–2:30pm – Module 1: Forecasting Demand in an Uncertain World

Led by: Guest Speaker

Topics:

- The anatomy of effective demand forecasting
- Top-down vs bottom-up models
- Predicting demand with limited or volatile data
- Aligning forecasts with business drivers (growth, attrition, automation, etc.)

Hands-on Exercise: Apply a structured forecasting template to a real-world scenario.

## 2:30–3:45pm – Module 2: Enterprise Capability Mapping

Led by: Nick Kennedy, Workforce Planning Institute

Topics:

- Identifying future capabilities required to execute organisational strategy
- Mapping current-state capabilities to reveal gaps
- Pinpointing strategically critical roles
- Exploring alternative strategies to source capability beyond recruitment

Interactive Exercise: Map your organisation's current and future capabilities, identify gaps, and build a sourcing strategy.

## 3:45–4:00pm – Afternoon Tea Break

## 4:00–5:00pm – Module 3: From Forecast to Action – Influencing the Business

Led by: Guest Speaker

Topics:

- Translating data into compelling, actionable workforce strategies
- Gaining stakeholder buy-in with strategic storytelling
- Designing impactful interventions: hiring, automation, reskilling, redeployment

Live Challenge: Craft and pitch a 90-second business case based on forecast and capability insights.

## 5:00–6:30pm – Wrap-Up, Q&A and Networking Hour

### **Masterclass Inclusions**

- Printed workbook and capability mapping templates
- Presentation slides and frameworks
- Certificate of completion
- Exclusive access to WPI's forecasting and capability toolkit (digital format)