

# DEMAND MANAGER

A two-day course from Kanban University



TWO DAY COURSE

## Make demand easier to navigate.

Learn to record, track, and manage customer requests while supporting capacity planning, prioritisation, and risk-aware decisions.

Demand Manager is a two-day course for business analysts, product managers, and managers responsible for customer requests and upstream flow. It helps participants manage demand with better visibility, prioritisation, and customer conversations before delivery work is committed.



### AT A GLANCE



**DURATION**  
**2 days**



**FORMAT**  
**Online or in person**



**PREREQUISITES**  
**Flow Manager**

## Is Demand Manager the right course for me?

If you decide which customer requests to take on, when, and why – before delivery work is committed – this course is built for you.



### You manage incoming demand.

- You record, track, or negotiate customer requests before they become delivery commitments.



### Priorities are difficult.

- You need a clearer way to connect capacity, risk, and prioritisation decisions.



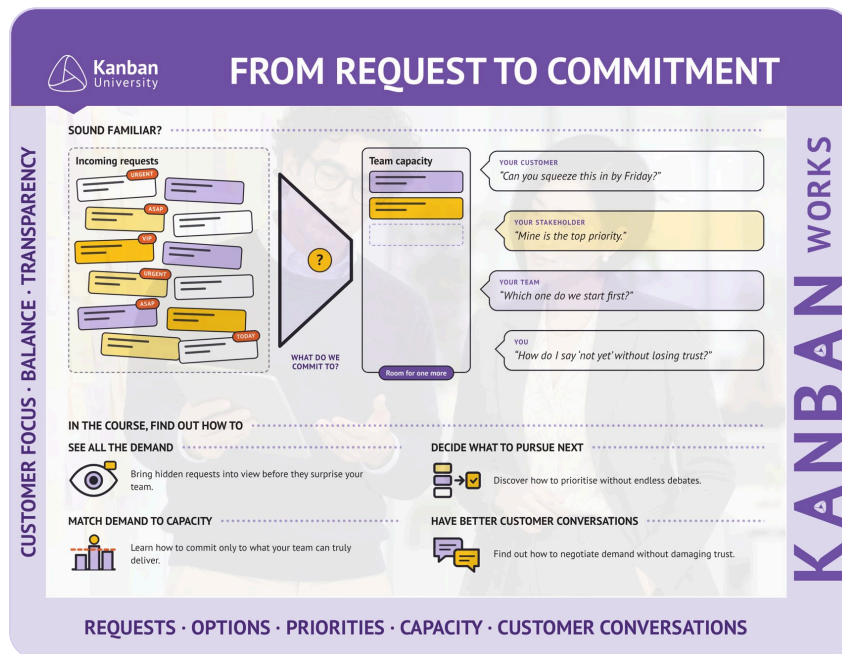
### You work upstream.

- You support product, analysis, or service roles where deciding what to pursue next matters.

# SEE, PRIORITISE AND IMPROVE DEMAND

Practical ideas and habits you can bring back to the work, people, and services you support.

## See how requests become commitments.



### Completion and credential.

Attend and actively participate to receive your certificate of completion and earn the Demand Manager credential from Kanban University.



Certificate



Credential

Taught by an **accredited Kanban University trainer**. Format depends on the trainer – check each class listing for details. Requires **Flow Manager**.

### COURSE FOCUS · DEMAND MANAGEMENT

#### See

- Incoming demand
- Customer requests



#### Prioritise

- Risk & options
- Commitment



#### Improve

- Feedback loops
- Next decision

## Your **outcomes** from the Demand Manager course.

01

### Make demand visible

Create clearer visibility of requests, options, and their current state.



02

### Support prioritisation

Use appropriate context to make demand-management conversations more deliberate.



03

### Plan capacity

Connect demand patterns with capacity planning and risk awareness.



04

### Lead customer conversations

Develop practical approaches for negotiating demand and service expectations.

