

## AI Analysis

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# ENCORE: Revenue Modeling 101: Plan, Predict and Scale for 2026

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## Summary

The session revolved around effective revenue modeling strategies to plan, predict, and scale for 2026. The speaker emphasized the importance of strategic planning, forming the right team, and adopting a planning methodology like the DARCI model. Participants were encouraged to define their roles, identify goals, and list principles such as transparency, data-driven approaches, and alignment with organizational values. The session included interactive breakouts where attendees discussed their roles, the use of AI in planning, and their breakfast habits to foster engagement and collaboration.

A significant portion of the session focused on analyzing historical data and benchmarking to inform planning. The speaker highlighted the need to understand go-to-market models, metrics that matter, and the challenges around alignment and insights. He urged participants to consider the full customer lifecycle, not just new business growth, and to align their metrics with their organization's goals. The speaker also stressed the importance of utilizing AI to enhance predictive planning, moving away from siloed planning processes.

In the latter part of the session, the speaker discussed the importance of continuous communication and transparency throughout the planning process. He recommended regular meetings to align on progress and adjustments, emphasizing the role of AI and data in driving strategic decisions. The session concluded with a call to action for participants to integrate their learnings into their organizational planning and to schedule their kickoffs in January or February to ensure alignment and readiness for the upcoming year. The speaker offered personal support for any questions and encouraged feedback to improve future sessions.



## Takeaways

### Forming the Right Team and Adopting Planning Methodologies

Strategic planning is essential for effective revenue modeling. Forming the right team and adopting planning methodologies like the DARCI model ensures roles and responsibilities are clear. This approach fosters collaboration and alignment, driving better outcomes.

### Utilizing AI and Data-Driven Approaches

AI and data play a crucial role in enhancing predictive planning. By moving away from siloed processes and integrating AI, organizations can better understand their metrics and align them with strategic goals. This leads to more accurate and effective planning.

### Continuous Communication and Transparency

Regular communication and transparency are vital throughout the planning process. Holding consistent meetings to align on progress and adjustments ensures everyone is informed and engaged. This approach fosters ownership and accountability, leading to successful execution of plans.



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