

Intensive one and two day training courses
March, June and October 2012, Cambridge

Strategic roadmapping

A 'fast-start' roadmapping approach to align markets, products and technology for strategy and innovation

- **Ensure key technologies are ready on time**
- **Identify and explore innovation opportunities**
- **Support technology strategy and planning initiatives**
- **Identify important gaps in market, product and technology intelligence**
- **Build communication between technical and commercial functions**



Strategic roadmapping

Roadmapping is a graphical approach to support strategic planning that enables companies to align technological capability to product and business plans so that company strategy and technology go hand-in-hand. Benefits include ensuring key technologies are ready on time; exploring innovation opportunities; supporting strategy and planning initiatives; identifying important gaps in market, product and technology intelligence; and building communication between technical and commercial functions.

A 'fast-start' roadmapping approach

T-Plan and S-Plan are 'fast-start' roadmapping processes, developed within the Institute for Manufacturing's Centre for Technology Management (CTM).

These workshop-based approaches have been developed and tested in a wide range of organisations and are applicable to any organisation wishing to initiate roadmapping, but particularly those with limited time or resources.

One and two-day courses

We offer a choice between a one or two-day course. Both provide a thorough introduction to strategic roadmapping, guiding participants through each step of the T-Plan and S-Plan roadmapping processes, including 'hands-on' activities, during which delegates create roadmaps.

Our two-day course allows time to cover topics in greater depth. Delegates will benefit from additional exercises, case study material and decision support techniques, including the opportunity explore product level roadmapping and visual communication in more detail.

Note: Both one and two-day courses can also be run as in-company training events.

Who should attend?

The courses are suitable for:

- strategic planners
- product managers
- technical managers
- consultants

Course presenters

Dr Robert Phaal conducts research in the area of strategic technology management at the Institute for Manufacturing (IfM) where he has focused on supporting companies to initiate the technology roadmapping process for more than a decade.

Dr Rick Mitchell was formerly Group Technology Director of Domino Printing Sciences plc where he introduced technology roadmapping to three business units. He spent 23 years with Philips in research, strategic planning and general management. He is a Visiting Fellow at the IfM and Visiting Professor at Cranfield School of Management.

Dr Clive Kerr is based within the Centre for Technology Management at the IfM, with research interests ranging from visual strategy, roadmapping and management toolkits, to technology intelligence and insertion.



One-day courses

Wednesday 7 March and
Wednesday 10 October

- 08.30 Registration and coffee
- 09.00 Strategic roadmapping: theory and practice
Strategic landscape activity: mobility futures
S-Plan approach for integrated strategic planning
- 12.30 Lunch
- 13.15 Topic roadmap activity: mobility futures
T-Plan approach for product-technology planning
Case study: Domino Printing Sciences
Visual strategy
- 16.45 Course review
- 17.00 Close

Two-day course

Wednesday 13 June to
Thursday 14 June

Day one

- 08.30 Registration and coffee
- 09.00 Strategic roadmapping: theory and practice
Strategic landscape activity: mobility futures
S-Plan approach for integrated strategic planning
- 13.00 Lunch
- 14.00 Topic roadmap activity: mobility futures
Decision support for roadmapping
- 17.30 Close

Day two

- 08.30 T-Plan approach for product-technology planning
“Bicycle of the future” product roadmapping activity
Case study: Domino Printing Sciences
- 12.30 Lunch
- 13.30 Visual strategy
Roadmap critique
Communication roadmap development activity
- 16.15 Course review
- 16.30 Close



The T-Plan guide, developed in collaboration with a wide range of companies, will be provided as part of each course (normal price £149), together with a copy of the latest Technology

Roadmapping book *Roadmapping for Strategy and Innovation - Aligning technology and markets in a dynamic world* for each delegate (normal price £195).



Course location

Both one-day and two-day courses will be held at the Institute for Manufacturing, 17 Charles Babbage Road, Cambridge, CB3 0FS, with easy access to the A14 and M11.

Maps and accommodation information will be sent with confirmation of booking.

Cost

One-day course: £825 plus VAT (£990.00 inc)

Two-day course: £1,400 plus VAT (£1,680.00 inc)

Substitutions may be made at any time. Bookings cancelled less than 10 days prior to the event will be charged in full.

IfM members are entitled to 10% off the course fees. For details of our membership scheme see:
www.ifm.eng.cam.ac.uk/members

A further 10% discount is available on the above prices if you book to attend two or more IfM workshops at the time of booking.

Enquiries and booking

Ella Davey, IfM Education and Consultancy Services Ltd, 17 Charles Babbage Road Cambridge, CB3 0FS, UK
T: +44 (0)1223 766141
F: +44 (0)1223 464217
E: ifm-events@eng.cam.ac.uk

To book a place please complete the attached booking form.

What companies say about the course

"Delivered by practitioners with great depth of knowledge" Group Technology Officer, automotive company

"Very well structured and organised. Interesting subject matter, very relevant to business" Project Engineer, propellor manufacturer

"Well presented by knowledgeable specialists" Chief Designer, aircraft engine components

"Excellent. Rob Phaal's obvious academic knowledge and thinking was put into a validated business context by Rick Mitchell's entertaining, commercial anecdotes." Senior Product Engineering Manager, pump manufacturer

"I'm still impressed at how easily the roadmapping process brought together the disparate ideas of the group into something pretty coherent!" Principal Engineer, electronics company

"Tremendous clarity - strong theme of 'keep it simple' - excellent time management" Advanced Components, defence company

"A practical, intuitive and easy to implement process that has indeed helped clarify our R&D investment strategy." Vice President, packaging company

Fax Back

To: +44 (0)1223 464217

Strategic Roadmapping

March, June and October 2012, Cambridge

Please book me a place to attend the course on: **One-day course Wednesday 7 March**

Name

Non-member £825.00 plus VAT (£990.00 inc)

Position

IfM Member £742.50 plus VAT (£891.00 inc)

Company

One-day course Wednesday 10 October

Address

Non-member £825.00 plus VAT (£990.00 inc)

IfM Member £742.50 plus VAT (£891.00 inc)

Two-day course Wednesday 13 - Thursday 14 June

Non-member £1400.00 plus VAT (£1680.00 inc)

IfM Member £1260.00 plus VAT (£1512.00 inc)

A further 10% discount is available on the above prices if you book to attend two or more IfM workshops at the time of booking.

Telephone

Email -for booking confirmation

Booking contact optional

I have the following special dietary/disability requirements:

Enquiries: Ella Davey

T: +44 (0)1223 766141

F: +44 (0)1223 464217

E: ifm-events@eng.cam.ac.uk

Cancellations

Substitutions may be made at any time. Bookings cancelled less than 10 days prior to the event will be charged in full.

Payment options

I enclose a cheque/purchase order for

£ payable to:
IfM Education and Consultancy Services Ltd

Please invoice my company Send invoice to (name and address if different from delegate's)

Please debit my Visa/Delta/Switch/Mastercard/
Eurocard number (American Express not accepted)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Expiry date / Three digit security code
month year last group of numbers on back of card

Registered address of cardholder (if different from above)

BACS payment (please enclose a copy of the draft)

Bank transfers (BACS) can be made to Barclays Bank plc,
Bene't Street Business Centre, PO Box 2, Cambridge CB2 3PZ
Account no: 80066885 Sort code: 20-17-19

IBAN: GB62 BARC 2017 1980 0668 85 SWIFT: BARCGB22

Signed <input type="text"/>
Date <input type="text"/>

Data protection: Information provided by you on this form will be processed by the IfM and used for the purpose of the goods and services ordered by you and for the billing of accounts. If you do not wish your details to be used for sending information about the IfM and its services and offers please tick
Commercial transactions are handled via the following company, which is wholly owned by the University of Cambridge: IfM Education and Consultancy Services Ltd, The Old Schools, Trinity Lane, Cambridge, CB2 1TN. Company registration no. 3486934 VAT registration no. 711 610287



The Institute for Manufacturing (IfM) is an international centre of expertise in roadmapping. The techniques have been developed over many years and have been applied in more than 200 projects around the world.

Roadmapping is used to address a wide range of issues, from national research and development strategies to the identification of company-level opportunities and threats. Projects are undertaken by a team of experienced industrial practitioners in the IfM's knowledge transfer company, IfM Education and Consultancy Services (IfM ECS). The practitioners have worked with governments, multi-national companies and public sector organisations including: ABB, Airbus, BAE Systems, Caterpillar, Crown, Kazakhstan Government, Mars, Microsoft, Royal Mail, Society of Motor Manufacturers and Traders, and the UK Knowledge Transfer Networks, Ministry of Defence and Department of Transport.

The IfM approach

Working closely with an organisation's key stakeholders, facilitators design the roadmapping architecture, customise the workshop approach and deliver the roadmap findings. IfM's highly regarded 'Fast-start' roadmapping tools ensure that an initial roadmap can be developed in a single one-day workshop. The highly scalable approach can accommodate all the necessary participants, whether six people or sixty. Rapid results are possible, with a completed roadmap delivered in a matter of weeks. By involving all the stakeholders the approach helps build consensus across the organisation and wider community.

Find out more...

For further information, please contact us:

+44 (0)1223 766141

ifm-enquires@eng.cam.ac.uk

www.ifm.eng.cam.ac.uk