

2017 Strategic Technology & Innovation Management Programme

Business-aligned technology strategy (a modular approach)

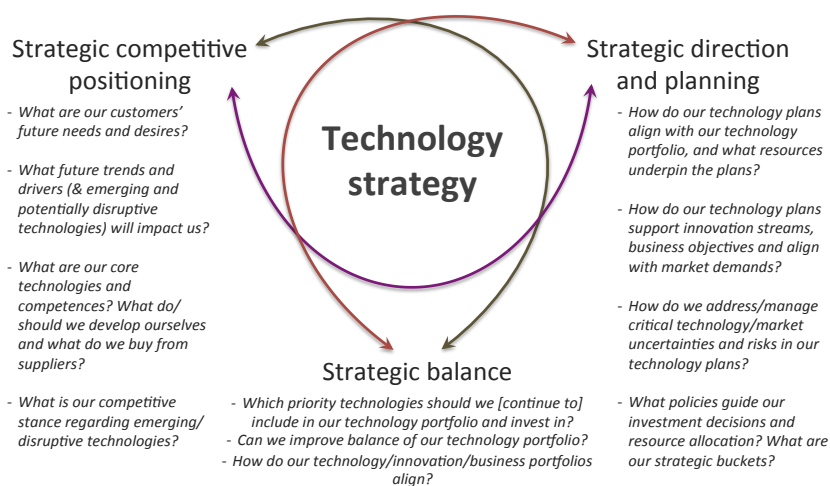
Contact: Imoh Ilevbare
imi22@cam.ac.uk, +44 (0)1223 764835

Industrial / managerial need addressed

Organisations (especially technology-based firms) require an understanding of what technologies they should invest in and how they should be managed to support business objectives, meet future customer needs and maintain firm competitiveness and growth. Prescribed top-down (and bottom-up) technology strategy processes exist but these normally require significant time and resource to complete, and are often too heavy to address pressing issues firms face in a timely manner. It therefore becomes important to identify a more practical approach to technology strategy, which would also foster communication and collaboration between managers necessary for aligning business and technology strategies.

Approach

This project is a continuation from the 2016 STIM programme where an understanding of the practical issues and decisions that constitute technology strategy was established based on company insight and literature review.



STIM 2017 provides an opportunity to apply this modular approach, deployed mainly through workshops, to bring together key managers to identify technology priorities, their management, and understand how they support organisational goals and customer needs.

Expected deliverables

- An agile, customisable approach to technology strategy built around a set of modules (and built on the Scalable toolkit Platform) that address key technology strategy issues.

Engagement opportunities

- Companies are invited to pilot the technology strategy modules that address issues they face.