

# ► STRATEGIC ROADMAPPING

Roadmapping is a graphical approach to support strategic planning that enables companies to align technological capability and business plans so that corporate strategy and technology are co-ordinated in an integrative manner.

## ONE-DAY COURSES

9 March or 5 October 2017

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### Course content

We offer a choice between a one or two-day course. Both provide a thorough introduction to strategic roadmapping, guiding delegates through the process of roadmapping, including 'hands-on' activities, during which actual roadmaps are created.

The one-day course is focused on product-level roadmapping and visual communication.

Our two-day course allows time to cover topics in greater depth. Delegates will benefit from additional material and exercises in strategic landscaping, workshop facilitation practices and tools/toolkits.

08.30 Registration and refreshments

09.00 **Strategic roadmapping: concept and practice**

*Covering the history, application and underlying principles of roadmapping for strategy and innovation, illustrated with examples*

10.45 Break

11.00 **Product-technology roadmapping**

*Experiencing how product-technology roadmaps can be developed in a multifunctional workshop environment*

12.30 Lunch

13.15 **Roadmapping visual design guidance**

*Covering the key principles of visual design, illustrated with good and bad roadmapping examples*

15.00 Break

15.15 **Implementing roadmapping**

*Sharing lessons learned, providing implementation options and checklist*

16.45 Course review

17.00 Close

### A 'fast-start' roadmapping approach

The aim of the roadmapping training courses is to provide delegates with the knowledge and confidence to apply roadmapping concepts and methods within their own businesses. The emphasis is on the rapid initiation of the method and its customisation, based on multifunctional workshop techniques.

The courses are interactive and based on the delivery ethos of a balanced combination of presentations, group activities and discussions.

# TWO-DAY COURSE

14 June and 15 June 2017

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## DAY 1

08.30 Registration and refreshments

09.00 **Strategic roadmapping:  
concept and practice**

*Covering the history, application and underlying principles of roadmapping for strategy and innovation, illustrated with examples*

10.45 Break

11.00 **Activity: strategic landscape**

*Using a roadmapping chart to share and capture perspectives, and to identify and prioritise opportunities*

12.30 Lunch

13.15 **Fast-start workshop approaches**

*Covering practical workshop methods for initiating roadmapping in organisations for innovation and strategy*

15.00 Break

15.15 **Activity: exploratory topic  
roadmapping**

*Experiencing how exploratory strategy and innovation roadmaps can be developed in a multifunctional workshop environment*

16.45 Review of Day 1

17.00 Close

## DAY 2

08.30 Refreshments

09.00 **Strategic technology management  
tools / toolkits**

*Covering a range of frequently used strategy tools, their relationship to roadmapping and how they can be combined into integrated toolkits*

10.45 Break

11.00 **Activity: toolkit design  
(prototyping method)**

*Exploring how roadmapping can provide a platform for integrated strategy toolkit development*

12.30 Lunch

13.15 **Roadmapping visual design  
guidance**

*Covering the key principles of visual design, illustrated with good and bad roadmapping examples*

15.00 Break

15.15 **Activity: roadmap concept  
development for visual  
communication**

*Designing the visual form of a roadmap to convey the main messages and strategic narrative*

16.45 Course review

17.00 Close





The **T-Plan** guide, developed in collaboration with a wide range of companies, will be provided to each delegate as part of the course (*normal price £149*), together with a copy of the textbook **'Roadmapping for Strategy and Innovation – Aligning technology and markets in a dynamic world'** (*normal price £195*).



## Course instructors

**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 15 years.

**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 capability management.

## Location

Both one 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:** £915 plus VAT (£1,098.00 inc)

**Two-day course:** £1,535 plus VAT (£1,842.00 inc)

IfM members are entitled to 10% off the course fees. For details of our membership scheme see:

**[www.ifm.eng.cam.ac.uk/members](http://www.ifm.eng.cam.ac.uk/members)**

Group discounts are available on request.

To book a place please complete the booking form overleaf, or book online: **[www.ifm-ecs.com](http://www.ifm-ecs.com)**

This course can be run in-company, please contact us for further information.

## Events team

IfM Education and Consultancy Services Ltd  
17 Charles Babbage Road, Cambridge, CB3 0FS, UK  
T: +44 (0)1223 766141  
E: [ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)  
[www.ifm.eng.cam.ac.uk](http://www.ifm.eng.cam.ac.uk)

To book a place at this event please complete the booking form overleaf, or book online at: **[www.ifm-ecs.com](http://www.ifm-ecs.com)**

# STRATEGIC ROADMAPPING

9 March, 14-15 June and 5 October 2017, Cambridge,

Enquiries: **Holly Shaw** T: +44 (0)1223 766141 F: +44 (0)1223 464217 E: [ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)

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Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
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Post Code \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email-for booking confirmation \_\_\_\_\_  
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Booking contact-optional \_\_\_\_\_

I have the following special dietary/disability requirements:

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### One-day course Thursday 9 March

- Non-member £915.00 plus VAT (£1098.00 inc)  
 **IFM Member** £823.50 plus VAT (£988.20 inc)

### One-day course Wednesday 5 October

- Non-member £915.00 plus VAT (£1098.00 inc)  
 **IFM Member** £823.50 plus VAT (£988.20 inc)

### Two-day course Wednesday 14 – Thursday 15 June

- Non-member £1535.00 plus VAT (£1842.00 inc)  
 **IFM Member** £1345.50 plus VAT (£1657.80 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.*

### 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

VAT/Tax reference number

*(for companies/organisations registered in EC)*

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I enclose a cheque/purchase order for

£ \_\_\_\_\_

*payable to: IFM Education and Consultancy Services Ltd*

Invoice my company

*Send invoice to (name and address if different from delegate's)*

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- **Royal Mail**
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- **Sulzer**
- **Unilever**

## The IfM approach

The Institute for Manufacturing (IfM) is an international centre of expertise in roadmapping. IfM methods and frameworks have been developed over 15 years and have been applied in more than 250 projects around the world.

Roadmapping is used to address a wide range of issues, from national research and development strategies to the identification and assessment of company-level opportunities and threats. IfM's 'fast-start' workshop methods enable diverse groups of stakeholders to share perspectives and co-develop strategies efficiently.

This structured approach is highly scalable, applicable at product, business and sector levels, from small in-company workshops to large cross-sector programmes. The flexible nature of roadmapping means that it can be applied in virtually any strategic context, with appropriate customisation, from mature industries to emerging technologies.

The visual nature of roadmapping supports dialogue and communication enabling the development and dissemination of strategy. By involving all the key stakeholders, the approach helps build consensus across the organisation and wider community.

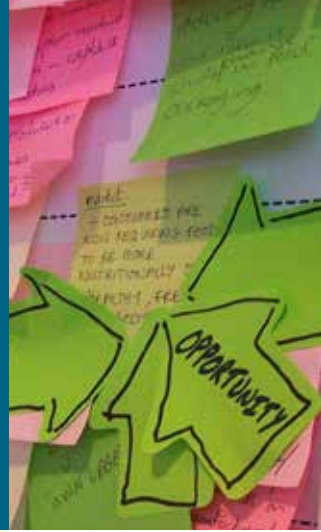
Dissemination of IfM's roadmapping methods is supported by publications, public and in-company training, and direct support from a team of experienced industrial practitioners in the IfM's knowledge transfer company, IfM Education and Consultancy Services (IfM ECS).

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For further information, please contact  
**Dr Rob Phaal: [rp108@cam.ac.uk](mailto:rp108@cam.ac.uk)**

Or visit our webpage at  
**[www.ifm.eng.cam.ac.uk/roadmapping](http://www.ifm.eng.cam.ac.uk/roadmapping)**

# STRATEGIC ROADMAPPING



## INTENSIVE ONE AND TWO-DAY TRAINING COURSES

9 March, 14 – 15 June, 5 October 2017, Cambridge

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

### Participants will learn:

- ▶ How roadmapping can align technology and commercial perspectives
- ▶ Approaches for implementing roadmapping at the innovation, business and sector levels
- ▶ Efficient multifunctional workshop methods for implementing roadmapping
- ▶ The application of roadmapping as a platform for management toolkits
- ▶ How to apply visual design principles to support the communication of strategy



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