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First comprehensive textbook on Roadmapping, Roadmapping Down Under, Upcoming courses

October 2010

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Welcome to the October edition of the **IfM Roadmapping newsletter**. If you have any trouble opening the links in this email, please click above for a web-based version.

First comprehensive textbook on Roadmapping

The IfM's latest textbook, "Roadmapping for strategy and innovation" has just been published. The textbook, by leading academic and practitioner [Dr Rob Phaal](#), provides a fantastic introduction to the concepts and techniques behind this flexible business planning tool. Aimed at both practitioners and academics, the book is illustrated by industrial examples, from a range of sectors. The underlying principles are explored, providing the basis for customisation of the approach. Find out more [here](#).



You can also find out more about roadmapping techniques and their suitability for a range of industrial and public sector issues, with our free briefing, available to download [here](#).

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Podcast: Roadmapping for agile strategy - linking technology to business objectives.

Briefing: Technology roadmapping: facilitating collaborative strategy development

T-Plan, a 'fast start' roadmapping approach

Course: Strategic Roadmapping

Textbook: Roadmapping for strategy and innovation

Roadmapping course: Wednesday 13 October 2010, Cambridge

A regular series of training [courses](#) are run in Cambridge each year, with the next planned for October. These courses cover both the theory and practice of roadmapping, including group-based activities to provide hands-on experience of the techniques. The June course was well attended, including participants from Germany, Denmark and Australia. Rob Phaal recently returned from Japan where he ran similar courses in Tokyo and Kyoto, in association with JAIST and Ritsumeikan universities, with plans to deliver further training in Mexico.



You might be interested in...

Practitioner support: We offer practitioner support to assist you in your Roadmapping journey

Technology Intelligence: Monitoring science and technology developments

Giving the Australian automotive industry new direction

The results of a major collaboration between the Australian automotive industry and the IfM have just been published.

A team from the IfM and its consultative arm Education Consultancy Services carried out a strategic review of the sector.

The Automotive Australia 2020 (AA2020) roadmap project began last year and was commissioned by the Australian Automotive Industry Innovation Council (AAIC) and supported by the Federal Government and the Victorian State Government.



Working with the Australian Auto Co-operative Research Centre, The Australian National University, Commonwealth Scientific and Industrial Research Organisation (CSIRO) and the

Victorian Government, it looked at current and future trends in the global car industry.

The project was an attempt to map the technology and manufacturing capabilities and development opportunities for the country's automotive industry from the present day to 2025 and beyond.

The outputs of the work have just been published in the form of a Technology Roadmap, Capabilities, Technology needs and opportunity portfolio. They can be downloaded [here](#).

The Australian roadmapping project is just one of a number of major strategic engagements undertaken by the IfM. A full list of case studies is available on our website.

To find out if our roadmapping experts can help you click [here](#).

Collaborators sought for roadmapping study

Researchers at the IfM's Centre for Technology Management (CTM) are seeking companies to trial a new approach to support organisations working with new technologies.

The Managing and Creating Transitions project is concerned with using mapping techniques to identify the enablers and barriers that occur at the transition points during the emergence of a new industry. It aims to draw lessons from past examples and develop guidelines for organisations



seeking to create and capture value from emerging, technology-based industries.

As part of the project CTM has developed a process called The 'organisational scan', a half-day workshop involving key staff from different functional areas of the business.

The scan aims to develop a method for mapping, understanding and communicating a specific strand of an organisation's emergence, to assist with an existing challenge, by providing information for decisions and a prioritised action plan for the future.

Further details of the initial tools developed within the project can be found [here](#). CTM is actively seeking opportunities to work with companies that have identified a challenge or issue relating to technology-based business.

To find out more please contact:



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Visual strategy network: Join the LinkedIn group

The Visual Strategy Network has been launched to support the community of interest in roadmapping and other related techniques. The next meeting is on Wednesday 10 November, please join the [LinkedIn](#) group for details.

The Institute for Manufacturing (IfM) integrates research and education with practical application in industry, providing a unique environment for the creation of new ideas and approaches to modern industrial practice. The IfM is a division of the Department of Engineering.



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