Keeping Roadmapping Alive – practical approaches for embedding the process

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Background and aims

A survey conducted by the Cambridge Centre for Technology Management highlighted that the greatest roadmapping challenge was not starting up the process but keeping it alive (see figure below). Recent roadmapping conferences and feedback from companies suggests that a practical approach to 'embedding' roadmapping in an organisation would be very useful.

Approach & expected deliverables

The project aims to:
- To understand the problems involved more clearly by reviewing related literature and exploring current practice in a wide range of organisations
- To develop preliminary guidance, outlining challenges and potential solutions
- To identify priorities for further research

Engagement opportunities

The plan is to conduct a series of short exploratory interviews (by phone if more convenient) with companies in diverse sectors, followed by 2-3 in-depth case studies in collaboration with STIM members. Network meetings provide an opportunity to engage at depth, with an open workshop planned for June to capture views from the wider industrial community.

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