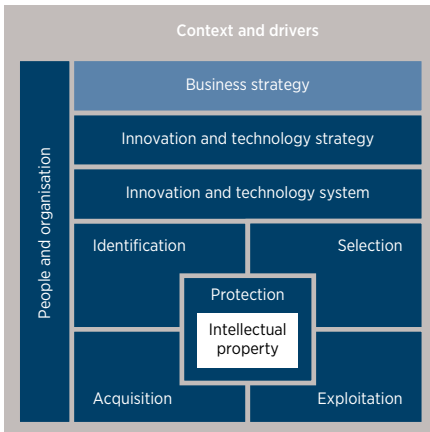




# HOW GOOD IS YOUR COMPANY AT MANAGING ITS TECHNOLOGY TO GENERATE BUSINESS VALUE?



The development of successful new products and services is critical for profitable, sustainable growth. Investing in new technology is often essential but represents a significant challenge in today's globalised and rapidly changing markets.

- How can you be sure you have the right strategies, systems and people in place to keep abreast of customer demand and emerging new technologies?
- Are you focusing effort on the most important technology and innovation issues to achieve your goals and keep pace with your competitors?
- How can you be sure your team has the systems and capabilities to manage your technology effectively?

## New approach to assess your company's position

A new approach has been developed at the University of Cambridge Institute for Manufacturing (IfM) to help companies assess how good they are at managing innovation and new technologies. A range of options is available (see over) from a free online survey, to a full organisational assessment, supported by experienced industrial practitioners from the IfM's dissemination arm, IfM Education and Consultancy Services (IfM ECS). The approach is underpinned by extensive research at the IfM's Centre for Technology Management.

## Benefits of using the approach

- Assess your company's current maturity level across key areas of innovation and technology management
- Reveal areas of strength and weakness as well as divergent views within the organisation
- Stimulate debate to help everyone understand their role in achieving your business goals
- Work with experienced practitioners to identify priorities and create an action plan
- Security and confidentiality of company data assured



Call us to find out more

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## The full assessment approach

**Preliminary Briefing** to understand business context and agree scope of the assessment

**Online self-assessment survey** to gather views on the organisation's capabilities in terms of three key areas: Strategy, Systems, and People and Organisation.

**In-depth interviews** to discuss survey ratings and provide an objective assessment of your company's position, validated in terms of the wider industry context

**Results briefing** highlighting particular strengths and weaknesses as well as areas where opinions diverge

**Facilitated discussion** to identify priority areas for improvement and agree an action plan.

## Assessment options

Assessment type	Approach	Details
Quick assessment	On-line survey	<b>Charts showing:</b> - Confidential self-assessment results
Facilitated assessment	<b>Individual assessment</b> - Preliminary briefing - Online survey - In-depth interview - Results briefing	<b>Summary reports on:</b> - Validated survey results - Interpretation of findings - Detailed recommendations
Full organisational assessment	<b>Company-wide assessment</b> - Preliminary briefing - Online survey by multiple staff - In-depth interviews - Results briefing - Facilitated discussion	<b>Comprehensive reports on:</b> - Validated survey results - Interpretation of findings - Intra-organisational comparison - Detailed recommendations



## The Institute for Manufacturing: IfM

The IfM is part of the University of Cambridge Department of Engineering. It brings together expertise in management, technology and policy to address the full spectrum of issues which can help industry and governments create sustainable economic growth. Research findings are disseminated to industry by its dissemination arm, IfM Education and Consultancy Services Ltd.

## IfM Education and Consultancy Services: IfM ECS

IfM ECS works with companies of all sizes to help them create and capture value, and with national and regional governments to support and help grow their industrial sectors. It does this by transferring the new ideas and approaches developed by researchers at the IfM through a programme of education and consultancy services. IfM ECS is owned by the University of Cambridge. Its profits are gifted to the University to fund future research activities.

## Our approach

- Everything we do is based on research from one of the world's leading universities.
- We use collaborative processes to develop strategies and action plans which gain buy-in and communicate the results throughout the organisation and beyond.
- We share our techniques with you so you can continue to use them after the project has finished.
- We have worked with hundreds of organisations around the world, including BAE Systems, BP, FMC Technologies, GKN, Halliburton, the Linde Group, NASA, Pfizer, Philips, Rexam, Rolls-Royce helping them develop and put in place successful innovation and technology management strategies and systems.
- Companies engage with us through consultancy, working directly with one of our team of experienced industrial practitioners, and through customised education programmes