Strategic **T**echnology and **I**nnovation **M**anagement Programme 2017

Roadmapping roadmapping (R2)

Dr Robert Phaal

rp108@cam.ac.uk

Roadmapping is known to be challenging to implement and sustain, with a need to adapt the method to fit organisational needs and context. Expectations need to be aligned in terms of why roadmapping is needed, what roadmapping system is required to deliver to address these needs, and how it will be developed and supported.

The template performed well during each test, which enabled refinements of the template and associated process prompts.

Deliverables

1) Workshop template (pdf file)

2) Facilitation guidance and pack (ppt file with notes)

Future research: extension of approach to other business processes & systems
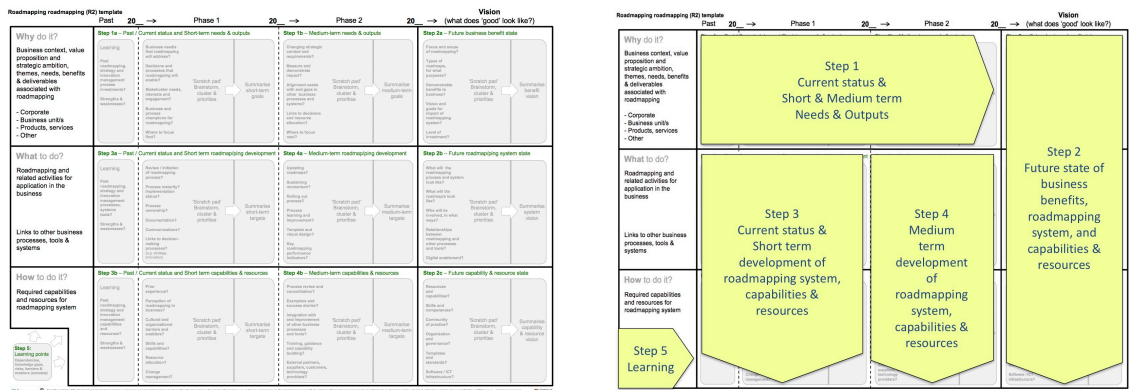

Fig. 1 – R2 template and process steps

Aims

The aim of this project has been to refine and test a roadmapping workshop template to support roadmapping strategy, for use during review and training processes. Due to the recursive nature of this meta-roadmap template, process prompts are needed to assist workshop participants.

Progress

The template has been trialled 6 times:

1) Three times at the end of training courses, without prompts

2) Once by a third party (industrial manager) for roadmapping review, without prompts

3) Once by a third-party (consultant) for roadmapping review, with prompts

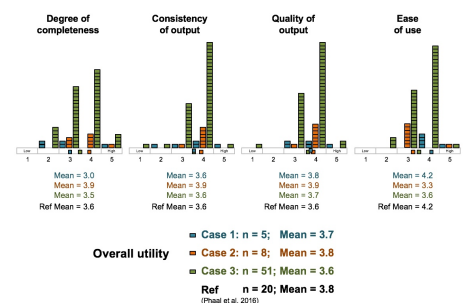4) Once large scale application (10 groups) for roadmapping strategy in the context of a merger, with prompts

Fig. 2 – R2 template trial

Fig. 3 – R2 template test results