

2018 Strategic Technology & Innovation Management Programme

Business-aligned Technology Strategy (a modular approach)

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Industrial / managerial need addressed

This project focuses on testing a modular and agile approach to technology strategy. The approach is underpinned by a set of technology strategy modules, which, in turn, are based on an established set of practical issues within the scope of business-aligned technology strategy. This modular approach allows for a customised (and efficient) strategy process that focuses on the most pressing strategic issues faced by the business.

Expected deliverables

- Practical technology strategy support (within the scope of the project) to STIM companies who engage with the researcher
- Report on an agile approach to technology strategy, capturing lessons learned (on delivering technology strategy and the application of the Scalable Toolkit Platform).

Engagement opportunities

Participating STIM companies will be able to pilot and test the fully-facilitated process at **no extra fee**.

Approach

This is an action-research project that requires engagement with companies to test a process or approach under real-life conditions.

Through a series of engagements with the participating company (see Figure 1), the project will:

- help identify and address the most pressing technology strategy issue(s) faced
- help design a strategy process that addresses the issues
- facilitate the delivery of the process such as to achieve alignment between business objectives and technology strategy, and engage key stakeholders.

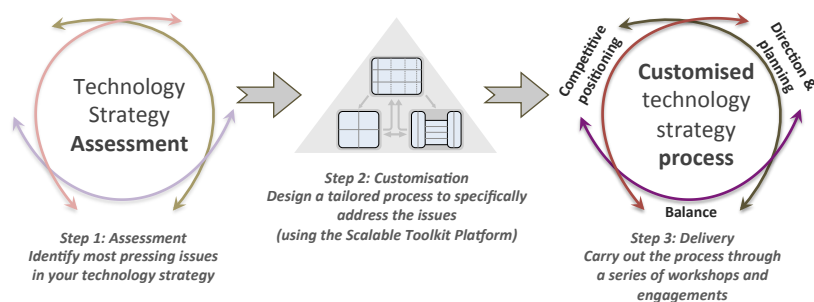


Figure 1 – A customisable and agile approach to technology strategy