

Strategic Technology and Innovation Management Programme 2019

Coalition Development in Tech-Driven Business Transformations (TD-BT)

Arsalan Ghani
arsalan.ghani@cantab.net

This strategic framework supports innovation and technology management leaders through capturing key dimensions for developing coalitions within the innovation ecosystem.

Aims

Complexities linked to multiple partners engagements often lead to sub-optimal value-capture from the innovation landscape. The framework presents a strategic mechanism in identifying actors from the innovation landscape and builds coalitions. It analyses business capabilities a company desired to achieve followed by linking key strategic resources, identifying actors within the landscape and finally proposing coalitions of various types through a facilitated process.

Deliverables

- Project report
- A set of strategic process and guidelines

Progress

The strategic framework is developed through literature, workshops and practitioners engagements.

This framework will be integrated further with the roadmapping process to help and support companies in the journey of their innovation and transformation.

Consortium Partners



Further engagement

To know more about the framework and how it will help you and your company, please email at arsalan.ghani@cantab.net

