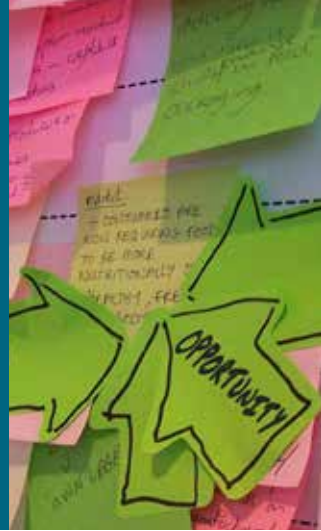


STRATEGIC ROADMAPPING



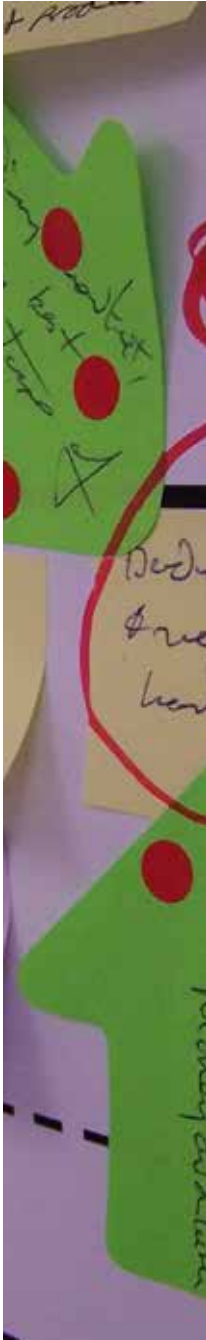
INTENSIVE TWO-DAY TRAINING COURSES

A 'fast-start' roadmapping approach to align markets, products and technology for strategy and innovation

Participants will learn:

- ▶ How roadmapping can align technology and commercial perspectives
- ▶ Approaches for implementing roadmapping at the innovation, business and sector levels
- ▶ Efficient multifunctional workshop methods for implementing roadmapping
- ▶ The application of roadmapping as a platform for management toolkits
- ▶ How to apply visual design principles to support the communication of strategy

► STRATEGIC ROADMAPPING



Roadmapping is a graphical approach to support strategic planning that enables companies to align technological capability and business plans so that corporate strategy and technology are co-ordinated in an integrative manner.

Course content

Our two-day courses provide a thorough introduction to strategic roadmapping, guiding delegates through the process of roadmapping, including 'hands-on' activities, during which actual roadmaps are created.

Topics are covered in great depth. Delegates will benefit from material and exercises in strategic landscaping, workshop facilitation practices and tools/toolkits.

A 'fast-start' roadmapping approach

The aim of the roadmapping training courses is to provide delegates with the knowledge and confidence to apply roadmapping concepts and methods within their own businesses. The emphasis is on the rapid initiation of the method and its customisation, based on multifunctional workshop techniques.

The courses are interactive and based on the delivery ethos of a balanced combination of presentations, group activities and discussions.

Strategic technology and innovation management

Intensive in-company training

This in-company bespoke course provides organisations with key tools and techniques for managing and exploiting technological investments and opportunities.

This course is made up of a range of modules that provide the flexibility for 2-, 3- and 4-day course programmes. Strategic roadmapping forms the core component of this course and organisations can select from a range of additional modules to develop delegates' innovation and technology management capabilities.

If you are interested in running this course at your organisation, please contact Dr Rob Phaal to discuss the different options and how we can tailor the course to meet your specific requirements.

Find out more: <https://bit.ly/2nhv14z>

TWO-DAY COURSES

DAY 1

08.30 Registration and refreshments

09.00 **Strategic roadmapping: concept and practice**

Covering the history, application and underlying principles of roadmapping for strategy and innovation, illustrated with examples

10.45 Break

11.00 **Activity: strategic landscape**

Using a roadmapping chart to share and capture perspectives, and to identify and prioritise opportunities

12.30 Lunch

13.15 **Fast-start workshop approaches**

Covering practical workshop methods for initiating roadmapping in organisations for innovation and strategy

15.00 Break

15.15 **Activity: exploratory topic roadmapping**

Experiencing how exploratory strategy and innovation roadmaps can be developed in a multifunctional workshop environment

16.45 Review of Day 1

17.00 Close

DAY 2

08.30 Refreshments

09.00 **Strategic technology management tools / toolkits**

Covering a range of frequently used strategy tools, their relationship to roadmapping and how they can be combined into integrated toolkits

10.45 Break

11.00 **Activity: toolkit design (prototyping method)**

Exploring how roadmapping can provide a platform for integrated strategy toolkit development

12.30 Lunch

13.15 **Roadmapping visual design guidance**

Covering the key principles of visual design, illustrated with good and bad roadmapping examples

15.00 Break

15.15 **Implementing roadmapping**

Sharing lessons learned, providing implementation options and checklist

16.45 Course review

17.00 Close





The **T-Plan** guide, developed in collaboration with a wide range of companies, will be provided to each delegate as part of the course (**normal price £149**), together with a copy of the textbook **'Roadmapping for Strategy and Innovation – Aligning technology and markets in a dynamic world'** (normal price £195).



Course instructors

Dr Robert Phaal conducts research in the area of strategic technology management at the Institute for Manufacturing (IfM) where he has focused on supporting companies to initiate the technology roadmapping process for more than 15 years.

Dr Clive Kerr is based within the Centre for Technology Management at the IfM, with research interests ranging from visual strategy, roadmapping and management toolkits, to technology intelligence and capability management.

Location

All courses will be held at the Institute for Manufacturing, 17 Charles Babbage Road, Cambridge, CB3 0FS, with easy access to the A14 and M11. Maps and accommodation information will be sent with confirmation of booking.

Events team

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E: ifm-events@eng.cam.ac.uk
www.ifm.eng.cam.ac.uk

This event may contribute towards your Continuing Professional Development (CPD) as part of your professional institution's monitoring scheme.



IfM ECS has worked with governments, multinational companies and public sector organisations including:

- **ABB**
- **Airbus**
- **AkzoNobel**
- **Astra Zeneca**
- **Astrium**
- **BAE Systems**
- **BASF**
- **BOC-Linde**
- **BP**
- **BT**
- **Caterpillar**
- **Cryovac**
- **GE Healthcare**
- **General Mills**
- **GKN**
- **GSK**
- **Henkel**
- **Lego**
- **Mars**
- **Microsoft**
- **Pfizer**
- **Rexam**
- **Rolls-Royce**
- **Royal Mail**
- **Schlumberger**
- **Siemens**
- **Sulzer**
- **Unilever**

The IfM approach

The Institute for Manufacturing (IfM) is an international centre of expertise in roadmapping. IfM methods and frameworks have been developed over 15 years and have been applied in more than 300 projects around the world.

Roadmapping is used to address a wide range of issues, from national research and development strategies to the identification and assessment of company-level opportunities and threats. IfM's 'fast-start' workshop methods enable diverse groups of stakeholders to share perspectives and co-develop strategies efficiently.

This structured approach is highly scalable, applicable at product, business and sector levels, from small in-company workshops to large cross-sector programmes. The flexible nature of roadmapping means that it can be applied in virtually any strategic context, with appropriate customisation, from mature industries to emerging technologies.

The visual nature of roadmapping supports dialogue and communication enabling the development and dissemination of strategy. By involving all the key stakeholders, the approach helps build consensus across the organisation and wider community.

Dissemination of IfM's roadmapping methods is supported by publications, public and in-company training, and direct support from a team of experienced industrial practitioners in the IfM's knowledge transfer company, IfM Education and Consultancy Services (IfM ECS).

For further information, please contact
Dr Rob Phaal: rp108@cam.ac.uk

Or visit our webpage at
www.ifm.eng.cam.ac.uk/roadmapping