

# STRATEGIC ROADMAPPING



## INTENSIVE ONE AND TWO-DAY TRAINING COURSES

12 - 13 June, 3 - 4 October 2018, Cambridge

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



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

Both one and two-day 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.

## Cost

**Two-day course:** £1685.00 plus VAT (£2022.00 inclusive)

IfM members are entitled to 10% off the course fees.

For details of our membership scheme see:

**[www.ifm.eng.cam.ac.uk/members](http://www.ifm.eng.cam.ac.uk/members)**

Earlybird discounts are available until one month before the course date.

Group discounts are available on request.

These courses can be run in-company, please contact us for further information.

## Events team

IfM Education and Consultancy Services Ltd  
17 Charles Babbage Road, Cambridge, CB3 0FS, UK  
T: +44 (0)1223 766141  
E: [ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)  
[www.ifm.eng.cam.ac.uk](http://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.*

To book a place at this event please complete the booking form overleaf, or book online at: **[www.ifm-ecs.com](http://www.ifm-ecs.com)**

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**Enquiries: IfM Events** T: +44 (0)1223 766141 F: +44 (0)1223 464217 E: [ifm-events@eng.cam.ac.uk](mailto:ifm-events@eng.cam.ac.uk)

Name

Position

Company

Address

Post Code

Telephone

Email-for booking confirmation

Booking contact-optional

I have the following special dietary/disability requirements:

## Two-day courses

☐ **Tuesday 12 - Wednesday 13 June**

☐ **Wednesday 3 - Thursday 4 October**

## Earlybird

☐ Non-member £1516.50 plus VAT (£1819.80 inc)

☐ **IfM Member** £1348.00 plus VAT (£1617.60 inc)

## Standard

☐ Non-member £1685.00 plus VAT (£2022.00 inc)

☐ **IfM Member** £1516.50 plus VAT (£1819.80 inc)

## Cancellations

*Substitutions may be made at any time. Bookings cancelled less than 10 days prior to the event will be charged in full.*

## Please tell us how you discovered this course

- ☐ Word of Mouth/Colleague  
☐ Internet Search (please detail search terms in 'Other' box)  
☐ Company Training Announcement/Catalogue  
☐ Email

- ☐ Course Flyer  
☐ Findcourses.co.uk  
☐ Other (please specify below)

**Would you like to receive information on IfM news & events?** ☐ \*

## Please indicate areas of interest:

- ☐ Automation  
☐ Business Strategy / Business Model Innovation  
☐ Design Management  
☐ Executive and Professional Development  
☐ Global Value and Operations Networks  
☐ Industrial Sustainability

- ☐ Innovation and Technology Management  
☐ Roadmapping  
☐ Servitization  
☐ SME  
☐ Support for Policymakers

## Payment options

VAT/Tax reference number

(for companies/organisations registered in EC)

☐ **Invoice my company**

Send invoice to (name and address if different from delegate's)



**Credit/debit card, book online: [www.ifm-ecs.com](http://www.ifm-ecs.com)**

☐ **BACS payment** (please enclose a copy of the draft)

Bank transfers (BACS) can be made to Barclays Bank plc,  
 Bene't Street Business Centre, PO Box 2, Cambridge CB2 3PZ

Account no: 80066885 Sort code: 20-17-19

IBAN: GB62 BARC 2017 1980 0668 85 SWIFT: BARCGB

☐ **I enclose a cheque/purchase order for**

£

payable to: *IfM Education and Consultancy Services Ltd*



**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**
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- **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 250 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).

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For further information, please contact

**Dr Rob Phaai:** [rp108@cam.ac.uk](mailto:rp108@cam.ac.uk)

Or visit our webpage at

[www.ifm.eng.cam.ac.uk/roadmapping](http://www.ifm.eng.cam.ac.uk/roadmapping)