INTENSIVE ONE AND TWO-DAY TRAINING COURSES
13 - 14 March, 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
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.
## TWO-DAY COURSES

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<th>DAY 1</th>
<th>DAY 2</th>
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<tr>
<td>08.30</td>
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<tr>
<td>Registration and refreshments</td>
<td>Refreshments</td>
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<tr>
<td>09.00</td>
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<tr>
<td><strong>Strategic roadmapping: concept and practice</strong></td>
<td><strong>Strategic technology management tools / toolkits</strong></td>
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<tr>
<td>Covering the history, application and underlying principles of roadmapping for strategy and innovation, illustrated with examples</td>
<td>Covering a range of frequently used strategy tools, their relationship to roadmapping and how they can be combined into integrated toolkits</td>
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<td>11.00</td>
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<tr>
<td><strong>Activity: strategic landscape</strong></td>
<td><strong>Activity: toolkit design (prototyping method)</strong></td>
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<td>Using a roadmapping chart to share and capture perspectives, and to identify and prioritise opportunities</td>
<td>Exploring how roadmapping can provide a platform for integrated strategy toolkit development</td>
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<td>12.30</td>
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<td>Lunch</td>
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<td>13.15</td>
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<tr>
<td><strong>Fast-start workshop approaches</strong></td>
<td><strong>Roadmapping visual design guidance</strong></td>
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<tr>
<td>Covering practical workshop methods for initiating roadmapping in organisations for innovation and strategy</td>
<td>Covering the key principles of visual design, illustrated with good and bad roadmapping examples</td>
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<td><strong>Activity: exploratory topic roadmapping</strong></td>
<td><strong>Implementing roadmapping</strong></td>
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<td>Experiencing how exploratory strategy and innovation roadmaps can be developed in a multifunctional workshop environment</td>
<td>Sharing lessons learned, providing implementation options and checklist</td>
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<td>16.45</td>
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<td>Review of Day 1</td>
<td>Course review</td>
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**TWO-DAY COURSES**

13 - 14 March 2018 | 11 - 12 June 2018 | 3 - 4 October 2018
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.

Cost

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

IfM members are entitled to 10% off the course fees. For details of our membership scheme see: www.ifm.eng.cam.ac.uk/members

Group discounts are available on request.

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

Events team

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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
STRATEGIC ROADMAPPING
13 - 14 March, 13 June and 3 - 4 October 2018, Cambridge

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

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Booking contact: optional

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Signed
Date

Two-day course

☐ Wednesday 3 - Thursday 4 October
☐ Earlybird £1516.50 plus VAT (£1819.80 inc)
☐ 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.

Fax Back To: +44 (0)1223 464217  Book online www.ifm-ecs.com
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).

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

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