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

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

STRATEGIC ROADMAPPING

INTENSIVE ONE AND TWO-DAY TRAINING COURSES
13 - 14 March, 13 June, 3 - 4 October 2018, Cambridge
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.

**ONE-DAY COURSE**
**13 June 2018**

**Course content**
We offer a choice between a one or two-day course. Both provide a thorough introduction to strategic roadmapping, guiding delegates through the process of roadmapping, including ‘hands-on’ activities, during which actual roadmaps are created.

The one-day course is focused on product-level roadmapping.

Our two-day course allows time to cover topics in greater depth. Delegates will benefit from additional material and exercises in strategic landscaping, workshop facilitation practices and tools/toolkits.

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**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
13 - 14 March 2018 | 3 - 4 October 2018

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
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

One-day course: £995.00 plus VAT (£1194.00 inclusive)
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

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 Sevices Ltd
17 Charles Babbage Road, Cambridge, CB3 0FS, UK
T: +44 (0)1223 766141
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.

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

Name
Position
Company
Address

Post Code
Telephone
Email: for booking confirmation

Booking contact: optional

Please tell us how you discovered this course:

Payment options
VAT/Tax reference number
(for companies/organisations registered in EC)

I enclose a cheque/purchase order for
£ ________________
payable to: IfM Education and Consultancy Services Ltd

Invoice my company
Send invoice to (name and address if different from delegate’s)

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

Debit card Visa/Maestro/Mastercard/Amex
Card number ________________ ________________ ________________ ________________
Securit code ________________
Registered address of cardholder (if different from above)

I have the following special dietary/disability requirements:

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

VAT/Tax reference number
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Signature: ____________________________
Date: ____________________________
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