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IfM Roadmapping newsletter

Spring 2011

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Topics include new roadmapping tools, international links and collaboration opportunities.

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Emerging Roadmapping Tools

Within the [Emerging Industries Programme](#), [Centre for Technology Management](#) researchers have developed four new modular tools within the [Managing Creation and Transitions](#) project. Each of these tools can be used standalone, or they can be combined in different combinations to address science and technology-based industrial challenges.

Industrial scan: roadmap-based mapping method to capture information from a range of sources that provides a visual representation of the history of an industry. It helps organisations understand the broad and detailed dynamics relevant to their specific context.

Expert scan: an interview-based mapping tool, which captures the perspective, insight and experience of an expert individual in visual format. The tool is a useful tool to capture information and beneficial for collating different views into an overall perspective of an industry.

Organisational scan: workshop-based method providing a visual representation of historical cross-functional views within an organisation. Learning from key events is captured, and can then be fed into strategic plans for current or future challenges.

Emergence roadmapping: this workshop-based tool investigates a science or technology-based commercial opportunity through development of a chain of demonstrators. The outputs articulate market opportunities, and show the steps which need to be taken, and the factors which may help or hinder along the way.

These tools have been tested with over 25 organisations, and have been found to provide valuable strategic support in a variety of contexts due to their flexible, modular format. For further information, please visit the [website](#) or contact Michèle Routley E: mjr88@cam.ac.uk.

Roadmapping experience in Mexico



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Podcast: Roadmapping for agile strategy - linking technology to business objectives.

Briefing: Technology roadmapping: facilitating collaborative strategy development

T-Plan: a 'fast start' roadmapping approach

Courses: Strategic Roadmapping

Textbook: Roadmapping for strategy and innovation

You might be interested in...

Practitioner Support: We offer practitioner support to assist you in your Roadmapping journey

Technology Intelligence: Monitoring science and technology developments

The application of roadmapping in Mexico has been promoted over the past four years through an ongoing collaboration between the IfM and Nakazawa Consulting Group (NCG). This has been accomplished through the provision of training courses, translation of the T-Plan guide into Spanish and roadmapping projects, working with organizations in both private and public sectors.



Perhaps, one of the most interesting activities that has emerged from this collaboration is an exploration of how the TRIZ and roadmapping methods can be combined. TRIZ is a systematic problem-solving, analysis, forecasting and creativity method derived from the study of patterns of invention in the global patent literature.

This extends the collaboration to include Dux, a Mexican company with expertise in TRIZ, working with NCG and Imoh Ilevbare, a PhD student at Cambridge. The aim of this work is to develop methods to enhance the creativity and problem-solving phases of roadmapping, particularly for technology intensive innovations.

We are seeking opportunities to work with companies in the UK and Mexico who are interested in the application of the combined roadmapping-TRIZ approach. To find out more, please contact Ricardo Gonzalez Nakazawa E: nakazawaricardo@gmail.com or Imohiosen Ilevbare E: imi22@cam.ac.uk.

Growing collaboration with Brazilian community

Collaborations with the University of São Paulo (USP) in Brazil continue to grow. USP hosted a workshop and seminar in São Paulo in 2009, attended by more than 200 people. As a result, a roadmapping book in Portuguese is being written, with contributions from three research centres in Brazil, from USP and the Federal University of Minas Gerais (UFMG). Building on this, Prof Henrique Rozenfeld will be visiting IfM in April, author of one of the most widely adopted books on new product development and management in Brazil.



Additionally, IfM is hosting Maicon Oliveira, a visiting scholar from USP (São Carlos), which his PhD focusing on flexible management approaches for the early phase of innovation. He is working with firms to support analysis and improvement of management practices for projects with differing degrees of innovation. For further information please contact Maicon Oliveira E: mqd37@cam.ac.uk.

Roadmapping course - 15-16 June 2011

A regular series of training courses are run in Cambridge each year, with the next planned for June and October. These courses cover both the theory and practice of roadmapping, including group-based activities to provide hands-on experience of the techniques.



NASA Visit



A delegation from the Johnson Space Center, NASA spent two days at the IfM to learn how IfM roadmapping techniques might be used to support future human space exploration. Four senior NASA officials visited the IfM to identify ways in which the methodology could help assess the research and technology investments required to respond to new challenges set by President Obama.

IfM Briefing Day

This intensive day is designed to highlight the opportunities and benefits of engaging with the Institute for Manufacturing to address key strategic and capability development issues.

It will be a chance to meet leading researchers in the fields of innovation and technology management, global industrial networks, service and strategy planning, who will present some of the latest research and education outputs from the IfM.



The event will also showcase some of our recent industrial collaborations with interactive sessions given by members of the IfM's team of experienced practitioners. The team works directly with companies and public sector organisations to apply research-based tools and techniques.

To book your place, please visit [here](#).

The Institute for Manufacturing (IfM) integrates research and education with practical application in industry, providing a unique environment for the creation of new ideas and approaches to modern industrial practice. The IfM is a division of the Department of Engineering.



Institute for Manufacturing

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