Innovation Strategy ‘Lite’ – using the Roadmap-Portfolio toolkit

Aligning technology investment with business objectives is critical for successful innovation. Existing tools are often perceived to be resource hungry, rather than dynamic and easy to operate, while still providing tangible value.

Aims
The aim of this project is to develop and test a fast and effective approach to support innovation strategy development and implementation in smaller companies or units within larger companies.

Progress
Through literature and practice reviews a draft approach has been developed and piloted in 4 small companies and in units of 4 large STIM member companies. The approach has the following features:
- Combines two tools to give a flexible toolkit that can be used iteratively and combined with additional steps as needed.
- Relies on structured templates to focus group activity and simplify reporting.
- Individual views secured via pre-work voting on selection criteria and preparation of opportunity ‘post-its’.
- Time efficient application (in a 5 hour workshop) by company and facilitator to minimise use of scarce resources.
- Four main steps: present & cluster opportunity post-its, prioritise & select opportunities, explore & score the selected opportunities, reflect back to portfolio matrix.

Deliverables
Guidelines, templates and workshop facilitation pack for easy application of the tested process are provided. This covers briefing notes, pre-work, slides, templates and hints and tips for successful workshops.

Future research
An intuitive template driven approach is key to the ‘Lite’ toolkit process to support innovation strategy development and implementation. Review of the portfolio step templates, bringing in new opportunities, easy and attractive display of outputs and links to additional exploration modules could be investigated.