

Strategic Technology and Innovation Management Programme

Innovation Strategy 'Lite' – using the Roadmap-Portfolio toolkit

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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.

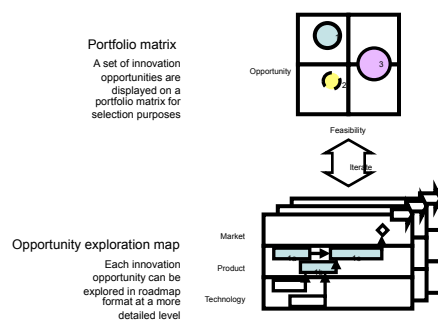
Aims

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.



Basis of Roadmap-Portfolio Toolkit Process for supporting
Innovation Strategy development and implementation

OPPORTUNITY TITLE?	Overall summary description of product/process/service/system opportunity	[Author's initials]
WHAT	What are the unique/valuable features of the opportunity?	
WHY	Why should we invest? E.g. Market potential/strategic benefits	
HOW	How can we realise/do it? E.g. Technology/resources	
WHEN	Over what time frame? Short/Medium/Long	

Innovation Opportunity 'post-it' template: – represents one input to application layer in portfolio roadmap

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.



Opportunity Exploration template: 'Explore & Score' the selected opportunities to develop a clear and well based plan of action

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.