

Strategic Technology and Innovation Management Programme 2015

# Scalable toolkit platform



Dr Clive Kerr  
civk2@cam.ac.uk

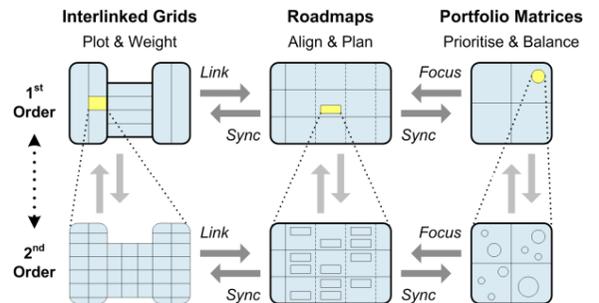
When considering the potential uptake and utilisation of management tools, it must be recognised that companies face the difficult challenges of selecting, adopting and integrating appropriate tools into a consolidated toolkit. This situation is compounded by the lack of sound guidance on how to combine well-founded individual tools into coherent toolkits, whilst ensuring a sufficient degree of flexibility such that they can be tailored for application to specific problems faced by particular organisations. To address such issues, this research theme is continuing the development of a scalable toolkit platform for enabling the design and deployment of robust toolkits in industrial settings.



Dr Robert Phaal  
rp108@cam.ac.uk

## Aims

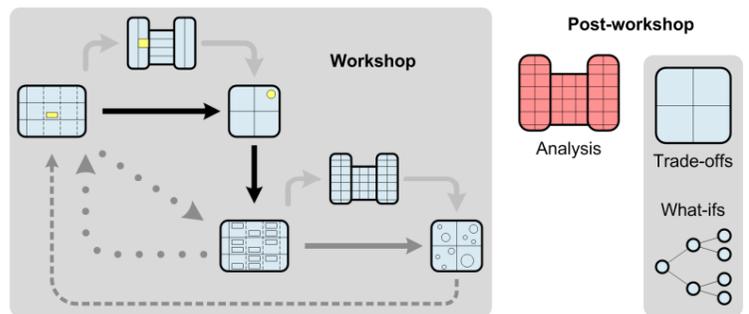
The general aims for the 2015 research programme were to continue the development of the toolkit platform and further refine its functionality and the associated practices in its industrial application. Based on expressions of interest from industrial partners, the aspect of 'sense-making' was highlighted as a key area in need of study. The specific aims were then to investigate an approach for analysing the data generated from strategy workshops in a more systematic and robust manner.



The platform is based on a minimum core set of management tools (roadmaps, portfolio matrices, linkage grids) that form the fundamental building blocks for a conceptual vision of a 'universal toolkit' (which would address a wide range of strategic planning, technology management and innovation activities).

## Progress

- Explored options for the post-processing of workshop data.
- Examined potential lenses for data analysis.
- Identified key thematic analysis categories and underlying data classes.
- Derived analysis protocols.



## Deliverable

The situational analysis schema is deployed in the following manner:

1. Determine the baseline route.
2. Explore alternative pathways.
3. Examine the relative merits of each pathway as contrasted with the baseline route.
4. Map potential stakeholder involvement and interests for the baseline route and against the alternative pathways.
5. Determine the relative standing of the organisation against the likely future courses of action.

## Situational Analysis Schema

