Strategic Technology and Innovation Management Programme 2016

Roadmapping – embedding the process

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Embedding roadmapping within an organisation is a challenge. This project builds on ongoing experience within CTM and work from last year's STIM project to move towards practical ways for supporting successful, ongoing roadmapping.

Aims
• Promote exchange of roadmapping practice with a wide range of organisations
• Actively support and track real time roadmapping implementation in STIM member companies
• Canvas interest in developing a maturity model for roadmapping

Progress
Activities include:
• Three roadmapping Open Forum events (May, July and October) involving 6 STIM companies and 26 non-STIM organisations
• Draft case studies on roadmapping implementation in 3 STIM companies
• Discussions on building a maturity model for roadmapping, which established that there is a good level of interest

Deliverables
• Reports from the open forum events, including implementation and maturity discussions
• Growing repository of STIM company cases in the form of short academic papers to supplement the recent LEGO paper (Kerr, Phaal & Thams 2016)
• Recommendations for further work towards a maturity model approach for roadmapping, building on insights gained from the open forum events and external contacts

Discussions around roadmapping maturity have included:

• Building on the STIM 2015 project roadmapping concepts:

Workshop Concepts	Interview Concepts	Literature Concepts
W1 Aims of RM	T1 Documentation and display	L1 Dynamics of implementation
W2 Ownership	T2 Scale/boundaries of a new RM	L2 Timing issues
W3 Update mechanisms	T3 Degree of fit with company needs and existing tools	L3 Update and renewal
W4 Resources	T4 RM familiarisation/ trivialisation	L4 Flexibility and Persistence in Use
W5 Demonstrated value/impact	T5 KPIs for current RM	L5 Levels of decision influence as outcomes of RM processes
W6 Timescale issues	T6 Different types of RM – link to RM initiative maturity?	L6 Creating and sustaining the case for change
W7 Tools and techniques	T7 Suitability of RM process	L7 Integration into organisation's planning processes
	T8 Linking to other related tools	L8 Boundary object or artefact enhancing communication between disparate groups
		L9 The role of tools and templates

• Exploring levels and attributes:

Roadmapping Maturity
Benefits and next steps...at each level
Set expectations, secure buy-in and build on what has been done...

Maturity Level	BENEFITS & NEXT STEPS	GOOD PRACTICE activities & measures			
		OWNER-SHIP	PROCESS	MAP	SOFT-WARE
Level 0 *Awareness*					
Level 1 *Initial*					
Level 2 *Emergent*					
Level 3 *Defined*					
Level 4 *Embedded*					
Level 5 *Optimising*					

• Considering dimensions of practice and fitness for purpose: