



Day 1:	Strategic Roadmapping Overview	Strategic Landscaping *	Fast-start Workshop Methods	Exploratory Topic Roadmapping *
Day 2:	Management Tools & Toolkits	Toolkit Prototyping *	Roadmapping Visual Design Guidance	Roadmapping Visual Concept Development *
<i>Course fee £30k[‡]</i>				

Day 1:	Strategic Roadmapping Overview	Strategic Landscaping *	Tech-Intelligence	Visioning *
			Trends & Drivers*	Scenarios *
Day 2:	Fast-start Workshop Methods	Exploratory Topic Roadmapping *	Evaluation & Selection (Concept)	Evaluation & Selection (Practice) *
Day 3:	Management Tools & Toolkits	Toolkit Prototyping *	Roadmapping Visual Design Guidance	Roadmapping Visual Concept Development *
<i>Course fee £45k[‡]</i>				

Day 1:	STIM Frameworks	Strategic Landscaping *	Tech-Intelligence *	Trends & Drivers *
Day 2:	Strategic Roadmapping Overview	Visioning *	Fast-start Workshop Methods	Exploratory Topic Roadmapping *
		Scenarios *		
Day 3:	Evaluation & Selection (Concept)	Evaluation & Selection (Practice) *	Emerging-Tech	Interlinked Grids *
			Risk *	
Day 4:	Management Tools & Toolkits	Toolkit Prototyping *	Roadmapping Visual Design Guidance	Roadmapping Visual Concept Development *
<i>Course fee £60k[‡]</i>				

‡ Indicative fees (dependant on the level of customisation). Course fees are exclusive of costs, VAT and other local taxes.

+£10k[‡]

Consultation Day

Emerging technologies: Addressing the challenges of managing early stage technologies, emphasising the dynamic and exploratory nature of pre-commercial technological innovation.

Evaluation and selection of technology-based projects: Covering multi-factor scoring techniques and their application for prioritising and choosing between possible innovation projects.

Exploratory topic roadmapping: Experiencing how exploratory strategy and innovation roadmaps can be developed in a multifunctional workshop environment.

Fast-start workshop methods: Covering practical workshop methods for initiating roadmapping in organisations for innovation and strategy.

Interlinked grids: Dealing with the concept and practice of how a flexible 'grid' tool can be used to relate key perspectives that need to be aligned for successful strategy and innovation.

Management tools and toolkits: Covering a range of frequently used management tools, their functions and interrelationships, and how they can be combined into integrated toolkits.

Risk: Introducing how risk management tools and frameworks can be integrated with roadmapping to better understand and manage the risks and uncertainties inherent with technological innovation.

Roadmapping visual concept development: Designing the visual form of a roadmap to convey the main messages and strategic narrative.

Roadmapping visual design guidance: Covering the key principles of visual design, illustrated with good and bad examples of roadmap graphics.

Scenarios: Managing the risks associated with long term uncertainties, scenario planning provides a structured approach for exploring how possible futures can be considered in strategy today.

Strategic landscaping: Using a roadmapping framework to share and capture perspectives, and to identify and prioritise opportunities.

Strategic roadmapping overview: Covering the history, application and underlying principles of roadmapping for strategy and innovation, illustrated with examples.

Strategic technology and innovation management frameworks: Addressing the key issues, core models, frameworks and processes in technology and innovation management.

Technology intelligence: Covering the intelligence activity, systems functions, processes, tools and case examples on how to keep abreast of the latest technology developments.

Toolkit prototyping: Developing an integrated set of management tools using roadmapping as an underlying platform.

Trends and drivers: Covering practical principles and techniques for mapping and analysing external trends and drivers that may pose strategic threats and opportunities for the firm.

Visioning: Setting strategic direction is important for mobilising and aligning thinking and action for innovation, ensuring a common view between commercial and technical perspectives.

Legend: Core modules Modules inserted to broaden/deepen content * Group activity