

Roadmapping for strategy and innovation

Two-day course



Day 1

08.30 Registration and refreshments

09.00 **Strategic roadmapping: concept and practice**

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

10.45 Break

11.00 **Fast-start workshop approaches**

Covering practical workshop methods for initiating roadmapping in organisations for innovation and strategy

12.30 Lunch

13.15 **Roadmapping for high-tech sectors**

Technology-intensive industrial emergence, and roadmapping for early-stage ventures and innovation pathways

15.00 Break

15.15 **Activity: exploratory topic roadmapping**

Experiencing how exploratory strategy and innovation roadmaps can be developed in a multifunctional workshop environment

16.45 Review of Day 1

17.00 Close

Day 2

08.30 Refreshments

09.00 **Strategic technology management tools / toolkits**

Covering a range of frequently used strategy tools, their relationship to roadmapping and how they can be combined into integrated toolkits

10.45 Break

11.00 **Activity: toolkit design (prototyping method)**

Exploring how roadmapping can provide a platform for integrated strategy toolkit development

12.30 Lunch

13.15 **Roadmapping visual design guidance**

Covering the key principles of visual design, illustrated with good and bad roadmapping examples

15.00 Break

15.15 **Implementing roadmapping**

Sharing lessons learned, providing implementation options and checklist

16.45 Course review

17.00 Close

Visit the [Roadmapping for strategy and innovation course page](#) to book your place.

