

Product and Technology Roadmapping for Future Growth

A 2-day Innovation Masterclass with Dr. Jay Paap

1 and 2 April 2019, London, UK

WORKSHOP AGENDA | DAY ONE

WHAT IS ROADMAPPING, WHY AND HOW IS IT USED?

- Differences between types of roadmaps: industry roadmaps (define the field), landscape maps (stimulate innovative ideas) and route maps (make it happen)
- Insights from MIT research on innovation – the Dynamics of Innovation (DOI) framework
- Using roadmaps to promote innovation
- Rethinking New product Development with roadmaps

ORGANIZING PRINCIPALS

- A planning framework: Customer Focused Technology Planning™ (CFTP™)
- Planning guidelines: timing and team selection - the importance of true cross-functional interaction
- Balancing being focused and being comprehensive

BUILDING LANDSCAPE MAPS PART 1: IDENTIFYING DRIVERS

- Selecting the areas on which to focus: the Product Market Matrix
- Understanding customers' current and future needs: The Customer Need Profile
- Identifying which needs drive your customer's choices
- Eight techniques for uncovering needs
- Exercise: Decipher needs derived from customer requests

BUILDING LANDSCAPE MAPS PART 2: IDENTIFYING TECHNICAL OPTIONS

- Identifying potential options for addressing key customer drivers: The technology Impact matrix
- Techniques for identifying new technologies: crowd sourcing, scouting, and tech forecasting
- Assessing the readiness and suitability of technology options
- Exercise: Using scouting to identify new technology

WORKSHOP AGENDA | DAY TWO

BUILDING LANDSCAPE MAPS PART 3: BUILDING THE MAP

- Integrating insights on needs, technology options and competitors into a landscape map
- Examples of roadmaps from different industries
- Techniques to assess competitor's capabilities
- Exercise: Identify technology options to address selected drivers using the CFTP™ framework

USING LANDSCAPE MAPS TO TURN INSIGHTS INTO INNOVATIVE IDEAS

- Managing ideation – guidelines for effective use of landscape maps to stimulate innovation
- Keys to making rational decisions when lacking hard numbers
- Using the NOMMAR™ - framework for building a business case
- Keys to addressing risk – the importance of identifying and managing the impact of uncertainty
- Selection context: business and technology strategies
- Criteria for assessing opportunities

BUILDING ROUTE MAPS TO TURN IDEAS INTO ACTION

- Types of roadmaps: technology, product, and market
- Deciding what to include
- Aligning roadmaps across product and functional areas

ADAPTING THE CFTP TEMPLATES AND PROCESS TO YOUR FIRM

Class will explore ways to address selected challenges faced by attendees when introducing the workshop frameworks back home.