

Strategic roadmapping – aligning technology with organisational purpose

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Abstract

Technology roadmapping was first developed by Motorola in the 1970s to support integrated product-technology planning. Since then the approach has been adopted (and adapted) widely, at product, system, business, sector and policy levels. Roadmaps seek to align strategic perspectives; for example, linking technology developments and other resources to product (and service) and business strategy, in response to future market opportunities and threats.

The popularity of the approach largely stems from its flexibility and the communication benefits associated with the roadmapping process, within and between organisations. Roadmapping is increasingly used as a core framework for the strategic management of technology, helping to manage uncertainty and deal with risks in an ever more complex, fast moving and global environment.

In this presentation Dr Phaal will:

- Provide an overview of roadmapping concepts and practice, illustrated with examples from industry and government.
- Present a generalised roadmapping framework that enables the approach to be customised to support a wide range of strategy, innovation and policy objectives.
- Describe workshop approaches for using the roadmap framework to facilitate strategic dialogue in large diverse groups of stakeholders.
- Identify key research challenges for the academic community.