

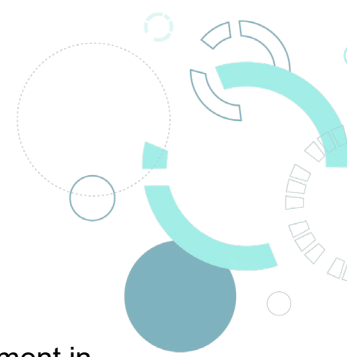
Roadmapping Practitioner Development Programme

Asia-Pacific Region



UNIVERSITY OF
CAMBRIDGE
Department of Engineering

IfM Engage
Part of the Institute for Manufacturing

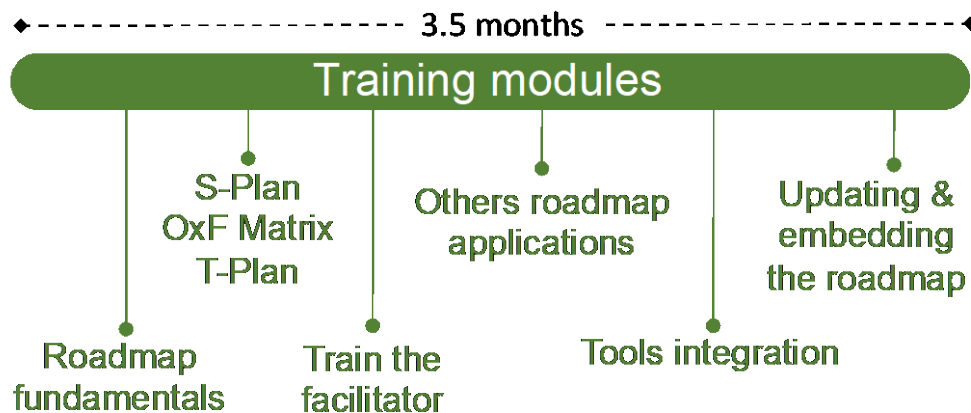


Programme overview

This online programme will provide comprehensive training and practice development in roadmapping techniques.

The programme includes 15 two-hour online sessions covering six modules:

- Roadmapping fundamentals
- S-Plan, OxF Matrix & T-Plan methods
- Train the facilitator
- Other roadmap applications
- Tool integration (with roadmapping)
- Updating & embedding the roadmap



What is roadmapping:

Roadmapping is a powerful strategic and policy planning technique that for many organisations and governments is integral to creating and delivering strategy and innovation. It explores, manages and communicates the links between technology, research and product development to commercial objectives and market opportunities through a structured visual framework.

[Find out more about roadmapping through the IfM Engage website.](#)



Who should attend:

The programme is suitable for:

- People wanting to become roadmapping practitioners
- Roadmapping practitioners who want to increase their roadmapping knowledge and expertise
- Consultants in innovation, product development, technology management, strategy, foresight and related areas
- Academics in innovation, product development, technology management, strategy, foresight and related areas

This online programme is appropriate for people wanting to acquire a deep understanding of roadmapping.

Certification:

After the completion of the programme, attendees receive a certification of attendance as shown below (sample image only). At least 2/3 of full attendance is required to receive the certification of attendance.



Institute for Manufacturing

This is to certify that

XX

attended the 3.5-month online training programme

Course Title

Date

Organised by the

Institute for Manufacturing, University of Cambridge

Dr David Loll Chief Executive Officer IfM Engage	Dr Rob Phaal Director of Research (STIM, CUED), Centre for Technology Management, IfM	Ricardo Gonzalez Makazani Industrial Associate IfM Engage	Dr Yulia Hirose Industrial Associate IfM Engage
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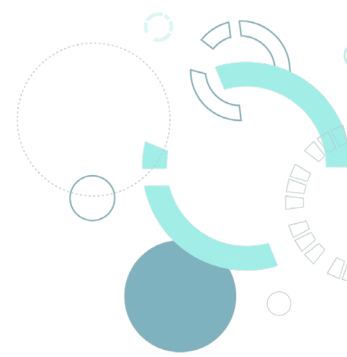


Programme timetable:

Training programme for practitioners

The training programme includes six modules and fifteen 2-hour online sessions. The language of instruction will be English. It will start on 18th January 2023, and will continue with one session every week as shown below:

Module 1: Roadmapping fundamentals				
Session # / name	Instructor	Duration	Content	Date
1. Roadmapping history / introduction to roadmapping	Yuta Hirose	2 hours	Roadmapping history Introduction to roadmapping Group activity (experimenting with Mural / Miro and introductions & potential uses of roadmapping)	18/01/24
2. Roadmapping concepts, perspectives and principles	Yuta Hirose	2 hours	Definitions: roadmap & roadmapping Types of roadmaps Characteristics and benefits Roadmapping perspectives (technology, innovation, strategy, industry, government...) Core roadmapping principles: process & structure	25/01/24



			Group activity (creating a roadmap definition & a first roadmap)	
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Module 2: S-Plan, OxF Matrix and T-Plan

Session # / name	Instructor	Duration	Content	Date
3. S-Plan 1	Ricardo Gonzalez-Nakazawa	2 hours	Landscaping: exploring the future Group activity (Creating a landscape)	01/02/24
4. S-Plan 2 (cont.)	Ricardo Gonzalez-Nakazawa	2 hours	Topic roadmap: exploring specific strategic / innovation alternatives Group activity (Creating a topic roadmap)	08/02/24
5. OxF Matrix	Ricardo Gonzalez-Nakazawa	2 hours	Opportunity feasibility portfolio selection matrix: prioritising and selecting strategic / innovation alternatives Group activity (Creating an OxF matrix)	15/02/24
6. T-Plan	Ricardo Gonzalez-Nakazawa	2 hours	T-Plan introduction (new product development roadmap) Group activity (Market-Product linking grid)	22/02/24
7. T-Plan 2 (cont.)	Ricardo Gonzalez-Nakazawa	2 hours	Group activity (Product-Technology linking grid) T-Plan conclusion	29/02/24

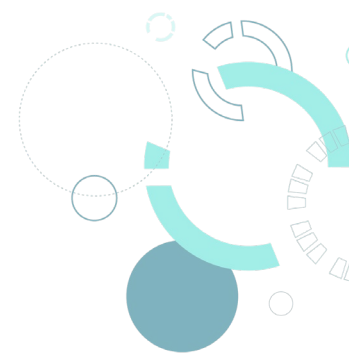


			Group activity (mapping)	
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Module 3: Train the facilitator

Session # / name	Instructor	Duration	Content	Date
8. Designing a roadmap workshop 1	Yuta Hirose	2 hours	8Ps process Planning: scope and structure (agenda) Group activity (workshop design 1) People: selection and recruitment Preparation: briefing / pre-population / home-work Place: event & logistics Group activity (workshop design 2)	07/03/24
9. Designing a roadmap workshop 2 (cont.)	Yuta Hirose	2 hours	Paper: roadmap architecture Post-its / Pens: workshop(s) Power-Point: reporting & validation Group activity (workshop design 3)	14/03/24

Module 4: Other roadmapping applications



Session # / name	Instructor	Duration	Content	Date
10. Roadmapping versatility & flexibility	Ricardo Gonzalez-Nakazawa	2 hours	Roadmapping for particular uses (based on IfM and other experiences) Understanding roadmap flexibility and customization for new purposes / challenges Group Activity (adapting roadmapping to a new purpose / challenge)	21/03/24

Module 5: Tool integration

Session # / name	Instructor	Duration	Content	Date
11.- Tools integration & scenario thinking	Ricardo Gonzalez-Nakazawa	2 hours	Integrating roadmapping frequently used management / planning tools (SWOT, trend analysis, foresight, portfolio analysis, risk assessment, market research, Porter analysis, balanced scorecard, etc.) Integrating roadmap and scenario thinking (roadmapping – scenario sequence, scenario – roadmapping sequence, and simultaneous creation of roadmapping & scenarios)	28/03/24



			Group activity (scenario & roadmapping)	
12. Roadmap as an orchestrator of strategic / innovation processes	Ricardo Gonzalez-Nakazawa	2 hours	Orchestrating the strategic / innovation system with roadmapping (orchestrating understanding, thinking and action sub-systems) Group activity (strategic innovation system)	04/04/24

Module 6: Updating and embedding the roadmap

Session # / name	Instructor	Duration	Contents	Date
13. Updating the roadmap	Yuta Hirose	2 hours	Updating the information Implications of the new information Updating / deleting options Updating the roadmap Group activity (updating the roadmap)	11/04/24
14. Designing a long-term roadmapping intervention & embedding roadmapping	Yuta Hirose	2 hours	R2 (Roadmapping Roadmapping) Embedding roadmapping (six dimensions) Group activity R2	18/04/24
15. Training course summary and feedback	Yuta Hirose	2 hours	Recapitulation Discussion and final comments	25/04/24



Price:

The price is £2,200 per participant

Number of participants:

The number of participants will be limited to 30 participants.

More information:

For more information please contact:

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Ricardo González Nakazawa (rg409@cam.ac.uk)

Institute for Manufacturing: IfM

The IfM is part of the University of Cambridge's Department of Engineering. With a focus on manufacturing industries, the IfM creates, develops and deploys new insights into management, technology and policy. We strive to be the partner of choice for businesses and policy-makers, as they enhance manufacturing processes, systems and supply chains to deliver sustainable economic growth through productivity and innovation.

IfM Engage

IfM Engage is owned by the University of Cambridge. It transfers to industry the new ideas and approaches developed by researchers at the IfM. Its profits are gifted to the University to fund future research activities.

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