

2020 Strategic Technology & Innovation Management Programme

Analysis of key factors and efficiency in strategic workshops

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Industrial / managerial need addressed

Since the concept of roadmapping was first appeared, strategic workshops has been utilised to implement roadmaps for a variety of firms and organisation. But there were very different behaviours and characteristics of workshop delegates in different cultures and organisation, which affects to outcome of workshops. Some of workshop delegates hesitate to participate and to present their opinions during workshops.

Expected deliverables

- A summary report – including key factors of strategic workshops - derived from analysing data (questionnaires, interviews, real observation, etc.)
- A toolkit to help delegates present their opinions more actively during workshops

Engagement opportunities

The firms can engage in surveys and semi-structured interviews for this project. The aim of this project is to extract meaningful insights from different cultures in country and diverse organisations, so we expect to meet and hear practical opinions about strategic workshops from the different viewpoints.

Approach

This project aims to analyse key factors that affect to outcomes of strategic workshops through statistical analysis (e.g. structural equation modelling) based on survey, interviews, and real observations in practice. This project will identify what makes workshop delegates more active participates in workshops and how to change the way of thinking more creatively in the strategic workshops. Furthermore, it can support the facilitators who design and operate strategic workshop in practice.

