

2020 Strategic Technology & Innovation Management Programme

Strategic Roadmapping Implementation and Embedding Process

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Industrial / managerial need addressed

Understanding the process of strategic roadmapping implementation and embedding is crucial for supporting management decisions for further strategy and operations improvement. However, sharing and discussing such kinds of knowledge and experience with other companies can be challenging due to confidentiality issues. This project is designed to overcome this by providing a general communication platform, for industrial collaborative research purposes, under the STIM Consortium rules, focusing on roadmapping processes and systems rather than roadmap (strategic) content.

Expected deliverables

- Confidential / anonymised summary note of in-company roadmapping experience, to be distributed only to STIM member companies participating in case studies (to be reviewed before distributing).
- A set of recommended maturity levels, checkpoints and implications for types of firms in terms of implementing and embedding strategic roadmapping in company.

Engagement opportunities

We would like to invite STIM member companies to participate in this project to share in-company roadmapping experience. Non-STIM member companies interested in implementing and embedding strategic roadmapping are also welcome to join this project. Company office visit is suggested for discussion in person, facilitated by the lead researcher, if possible. Preparation instruction will be provided by the lead researcher, prior to company office visit.

Approach

Case studies are to be conducted, which aim to study scope and aim, organisational structure, types and purposes of roadmaps, expected outcomes, team members, the processes associated with development and use, political and cultural aspects, implementation and embedding challenges, and how families of roadmaps are developed for corporate deployment. Eventually, we aim to identify maturity levels, checkpoints and implications for types of firms in terms of strategic roadmapping implementation and embedding. We hope that outputs from this research project will be the basis for developing a planning and assessment tool for implementing and embedding strategic roadmapping in corporate organisations.