A practical, two-day workshop on how to develop, implement and execute strategic roadmaps to align company strategy and technological capabilities.

Product & Technology Roadmapping

LINKING MARKETS, PRODUCTS AND TECHNOLOGY

August 8 – 9, 2005 • Chicago, Illinois

Course Instructor

David Smith
Vice President, Technology Futures, Inc.

Co-leader of the first National Technology Roadmap

From practical tool exercises, lectures, and facilitated interactions, you will learn how to:

- Recognize the different types, focus and value of strategic roadmaps — select the right one (or combinations of roadmaps) for your specific company's needs

- Reap the benefits of current tools that can facilitate the production of business, technology, product, and industry roadmaps

- Develop, execute and implement product, technology and future based roadmaps based on the "5 Views of the Future™"

- Develop insight into the people, skills, and strategy necessary to achieve actionable roadmaps

- Gain organizational buy-in to ensure success

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Why Roadmaps?

Just as we use roadmaps to plan trips or map our individual futures, companies develop roadmaps to help determine possible destinations and routes as well as to decide when and where to stop, partner, or go around construction.

Roadmaps and the roadmapping process serve as excellent communication tools—an effective means to link strategic operations, collaborative ventures, and business plans. However, to achieve success—roadmaps must target the right approach, involve the appropriate group intelligence, and provide a specific level of detail. With shrinking product life cycles and development times, roadmaps have become a valuable tool to help plot an organizations' future direction along side future market and customer needs.

Offering practical tips and tools for success, this workshop will introduce you to the fundamental frameworks, tools, and success factors to develop product, technology and strategic roadmaps.

ABOUT THE COURSE INSTRUCTOR

David Smith
Vice President, Consulting, Alliances, & Education, Technology Futures, Inc.

David is a technologist and futurist with private and public sector consulting expertise in technology transfer, strategic and technology planning, communications, roadmapping, consortia start-up and management, and collaborative alliances. He was co-leader of the first SIA National Technology Roadmap.

Since joining TFI in 1996, he has assisted in creating and implementing plans for Boeing, CIA, Coca-Cola, Department of Defense, Embraer, Hughes, Kodak, Kyocera, Lockheed Martin, National Geospatial-Intelligence Agency, National Security Agency, and Sun Microsystems. His work has included establishing the framework and process for In-Q-Tel, the intelligence community's research and development solution; authoring Research and Technology Grand Challenges 2030 for the imaging and geospatial community; and producing technology roadmaps for many organizations, including Hughes Space & Communications. David has also held key positions in two of the largest and most successful consortia in the US, (SEMATECH) and the Microelectronics and Computer Technology Corporation (MCC). He was also an assistant dean at the University of Texas, Business School.

ADDITIONAL COURSE INSTRUCTORS

John H. Vanston, Ph.D., *Chairman, Technology Futures, Inc.*

William Kleinebecker, *Senior Consultant, Technology Futures, Inc.*

Agenda

Monday, August 8, 2005

8:00 – 8:30	Registration & Continental Breakfast
8:30 – 10:00	**Introduction**
10:00 – 10:15	Refreshment Break
10:15 – 12:00	**Methods and Tools to Get Started**
12:00 – 1:15	Lunch
1:15 – 3:00	**Methods and Tools to Get Started** cont'd
3:00 – 3:15	Refreshment Break
3:15 – 5:00	**Refining Your Roadmapping Approach**
5:00 – 6:30	**Networking Reception**

Tuesday, August 9, 2005

8:00 – 8:30	Continental Breakfast
8:30 – 9:30	**Making Roadmaps Actionable: Managing Organizational Barriers**
9:30 – 10:30	**Overview of Tools**
10:30 – 10:45	Refreshment Break
10:45 – 12:30	**Overview of Tools** cont'd
12:30 – 1:30	Lunch
1:30 – 2:30	**Roadmapping Application**
2:30 – 2:45	Refreshment Break
2:45 – 3:45	**Implementation**
3:45 – 4:00	**Q&A**
4:00	Session Concludes

About Management Roundtable

The Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new innovations, processes, tools, and technologies that enable faster time to market, increased profitability, and overall competitive advantage.

Founded in 1980, Management Roundtable publishes newsletters, hosts a variety of specialized conferences, workshops, and audio-sessions and conducts onsite training. Its premium Web-based service, Knowledge Roundtable, was launched in 2004 to advance product development, innovation, and collaboration. This service offers continuous, unlimited access to competitive insights and facilitates introductions among industry practitioners for benchmarking and partnering.

The MANAGEMENT ROUNDTABLE

Course Outline

I. *Introduction*

- Review the course objectives.
- Provide an overview of the various roadmapping types and the methodology and processes used to develop them.
- Examine the impact of roadmapping development, implementation, and update roles on team choices.

II. *Methods and Tools to Get Started*

This session will examine key steps in the early stages of roadmapping methodology, including how to:

- Kick-off the process of roadmap development—special considerations.
- Integrate market pull, technology push, and competitive clash into the roadmap and planning activities. Examine the five ways that people view the future.
- Conduct an *Impact Analysis*: participants will be introduced to *Impact Wheels,* a practical tool to examine the higher order and non-obvious factors that can affect the long-term success or failure of roadmaps.
- Evaluate the impact of external factors on the successful implementation of the strategic plan; learn key strategies for how to capture the reactions of external parties to your strategic plan and incorporate them into the process.
- Enlist the support of experts, both internal and external, to enhance the roadmapping development. Practical tips on how to access experts, define their roles and engage available tools in the process.

III. *Refining Your Roadmap Approach*

An introduction to the various types, approaches, and classes of roadmaps. You will learn how to select the right roadmap type (or combinations of roadmaps) for your particular organization's needs. Instructors will examine the following types of roadmaps and key uses for each:

- Technology
- Science/Research
- Services
- Project
- Market
- Opportunities
- Product/Technology
- Capabilities

IV. *Making Roadmaps Actionable: Managing Organizational Barriers*

The use of group intelligence and collaboration is critical in developing actionable roadmaps. Learn about:

- The impact of individual interests, expectations, concerns, and perspectives on roadmap planning, execution, and management.
- The role of corporate and industry culture.
- Common barriers and breakdowns for roadmap planning and culture management.
- The importance of holding creative tension in the process.

V. *Integrating Tools into Your Roadmapping Process/Sessions*

Focused on additional tools that can be integrated into roadmap planning and development, this session will include hands-on exercises on how to apply the following tools:

- *Force Field Analysis*: A discussion of the forces that drive and shape technology advancements and how these forces can impact decision making in your organization.
- *Scenarios*: Learn techniques for developing scenarios for the future and how to use these alternative scenarios to integrate flexibility into the roadmapping process.
- *Technology Forecasting*: Learn how technology forecasting techniques are used to enhance the utility and timeliness of strategic plans.
- *Morphological Analysis:* How to determine the innovation of competing technologies and new approaches.

VI. *Roadmapping Application*

This session will specifically examine:

- The drivers for roadmaps and how other strategic tools fit into the roadmapping methodology and process.
- The technical and programmatic response.
- How to apply your roadmapping process and product/technology roadmap to future facing business (as well as to the plans, actions, and strategic considerations of achieving that future business).

VII. *Implementation*

- Review the key factors for implementation and update stages.
- Learn about the necessary process steps and success variables that contribute to an active, involved and supported roadmap.

Who Should Attend

This workshop is designed for VPs, Managers and Directors of R&D, Technology, Product Development as well as those who set strategy for their company, agency, or industry. The session is designed for managers that are either in the process of developing an initial roadmap(s) as well as for those who are interested in expanding their current level of roadmap development.

Key Benefits

By participating in this workshop, you will learn how to:

1 Select the right roadmap type(s) for your specific organization's needs

2 Develop product, technology and future roadmaps based on the "5 views of the future™"

3 Align technological capability with product and business plans to drive innovation and profitability

4 Assess the impact of non-obvious factors that could affect the success or failure of your roadmap

5 Successfully integrate market pull, technology push and competitive threats into your roadmapping and planning activities

6 Locate internal (and external) experts that can enhance the quality and adoption of your roadmap(s)

7 Develop actionable roadmaps—strategies to access group intelligence and break down cultural barriers

8 Reap the benefits of incorporating tools such as Force Field Analysis, Technology Forecasting and Morphological Analysis into your roadmapping development process

9 Ensure that key process steps and success factors are included in the development process of every roadmap your organization creates

10 Create a cohesive link between product/technology mapping and business strategy

11 Initiate a step-by-step process to develop, implement and successfully execute strategic roadmaps in your company

12 Effectively use roadmaps to communicate future plans and strategies to customers, suppliers and development team members

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Early bird savings $200 — *Expires May 31*

4 WAYS TO REGISTER:

Call: **1-800-338-2223 or 781-891-8080** (weekdays, 9:00am–5:30pm EST)

Fax to: **781-398-1889**

Internet: **www.ManagementRoundtable.com**

Mail to: **Product & Technology Roadmapping** c/o Management Roundtable 92 Crescent Street, Waltham MA 02453

Please accept the following registration(s):
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NAME Mr. / Ms. _____

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DIVISION/DEPT. _____

ADDRESS _____

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WORKSHOP FEE: **$1895/person.** *Register before May 31, 2005, and save $200.* Fee includes program materials, luncheons, continental breakfasts and refreshment breaks.

WORKSHOP SCHEDULE: Two-day workshop format. The workshop will be held August 8-9, 2005. Registration /continental breakfast begins at 8:00 a.m. on day one; session begins at 8:30 a.m. and concludes at 4:00 p.m. on day two.

LOCATION & HOTEL ACCOMMODATIONS: **Chicago Marriott Downtown**, 540 North Michigan Avenue, Chicago, IL 60611. For reservations please call 1-800-228-9290 and mention Management Roundtable's "Roadmapping Workshop" for the discounted group rate of $189 per night. A limited number of rooms are available.

NO-RISK GUARANTEE: Your satisfaction is 100% guaranteed—money-back or credit. If you're not satisfied with the quality of this program, let us know in writing and we'll refund your registration fee.

CANCELLATIONS/SUBSTITUTIONS: You may send a substitute attendee in your place at any time with no penalty (please inform us in advance, if possible). Cancellations made within 5 business days are subject to a $200 administration fee or the full fee can be credited towards a future purchase. No-shows are liable for the full fee.

CONFERENCE ATTIRE: Business casual.