



Roadmapping Workshops

Increase your company's strategic planning effectiveness with Roadmapping

Roadmapping is a widely recognised tool for strategic planning in most industries and public sectors. Roadmaps can be used to communicate information in a number of different formats, but vary greatly in their content, presentation and, ultimately, their effectiveness. They do all have one thing in common:

Roadmaps are the result of a process.

Whether investigating a potential market sector, aligning research and development activities with future products and services, or developing cross-cutting technologies, the process undertaken to realise the roadmap should be well-planned and bespoke. To make the most effective use of the multi-disciplinary team effort, it is a good approach to use experienced facilitators who can improve the speed of adoption of the process, and enhance the quality of output.

Roadmapping Technology is experienced in providing customer-tailored roadmapping tools and support services throughout Europe. A range of consultancy, facilitation and training services cover all aspects of innovation planning, including:

Confidently Make the Right Innovation Investments for Today, Tomorrow, and Beyond

- Tailoring roadmapping implementation processes
- Facilitation of roadmapping workshops
- Techniques for process adoption
- Documented process frameworks
- Use of industry best practices





What workshops are available?

Each company is at a different level of maturity in the roadmapping process and so support services are tailored to each client's specific needs and capabilities.

Some examples of these services include:

- 1 day introductory seminar to the roadmapping process
- 1 day facilitated workshop to roadmap a particular strategic area
- 2 day facilitated workshop to roadmap topics identified as being of strategic importance



A modular process for roadmapping implementation ensures that the process is adapted for contextual needs.

Call us now for a free discussion about your needs.

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Who facilitates the workshops?

Roadmapping Technology has a number of consultants skilled and experienced in facilitation of roadmapping workshops and implementing roadmapping in organisations. Their technical backgrounds include Aerospace and Defence, Telecommunications, Heavy Engineering, Energy, Government and High Technology sectors.

They are expert in working across different industries.

Why use an independent facilitator?

Roadmapping can mean different things to different people. A common approach is necessary especially when working with cross-functional teams. Experienced independent facilitators are able to remove bias and provide an even-handed approach to your strategic innovation management.



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