

— **ADVANCED SESSION** —

Limited to 35 participants with prior roadmapping experience

Product & Technology Roadmapping: *Maximizing Strategic and Organizational Effectiveness*

An intensive, hands-on working session on how to gain maximum benefit from roadmapping. Guide company strategy, integrate with existing business processes and cost effectively sustain roadmapping activities over the long term.

**April 3-4, 2006
Savannah, GA**

Instructor:

DR. IRENE J. PETRICK

Internationally recognized expert on roadmapping

Assistant Professor of Information Sciences & Technology

Penn State University

“Dr. Petrick’s breadth of exposure to the issues surrounding strategic planning methods and their use in the real world of business are very valuable for any company that depends on innovation.”

— Jeff Lind, Associate Technical Fellow, Boeing Phantom Works, Enterprise Technology Planning

LEARN TO:

- Identify and overcome common organizational barriers to roadmap adoption
- Link roadmapping to strategy development, resource allocation, IP strategy, collaboration & partnership development and long-range organizational development
- Develop simple, effective roadmaps and sustain them – achieve maximum effectiveness with minimal ongoing investment
- Tailor your roadmapping activities to the internal and external environmental dynamics of your organization
- Expand your company’s current roadmapping activities and anticipate future needs



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BACKGROUND

Product and Technology Roadmapping is a mainstream tool that has been used in industry for nearly 25 years. Most organizations have learned by trial and error, often making costly and time-consuming mistakes along the way. Moreover, many attempt roadmapping and then fail to sustain it over time, making it a one-shot activity. Those that achieve sustainable benefit all have several things in common:

- Roadmapping is a complementary tool linked to other business practices
- Roadmapping has been distilled to its bare essentials for maintenance
- Roadmapping is used to drive scenario development
- Executives, managers and staff all contribute to and access roadmaps to review current activities and consider future options

This advanced session is designed to help you achieve sustainable benefit in your organization – to overcome barriers to success and significantly improve the effectiveness of your roadmapping activities.

ABOUT THE INSTRUCTOR



DR. IRENE J. PETRICK is an Assistant Professor in Penn State's School of Information Sciences and Technology. She specializes in technology forecasting, digital roadmapping, product and process development, and systems management, with

particular interest in collaborative supply chain activities. She advises private companies and non-profit agencies on technology planning and strategic roadmapping and, in 2005, was a Boeing Welliver Fellow where she focused on technology strategy, collaborative NPD and supply chain integration.

Dr. Petrick has taught graduate courses in advanced technology management, corporate innovation strategies, and statistical process control and design of experiments; and undergraduate courses in human factors engineering, process quality engineering, concurrent engineering, enterprise integration, and information systems project management. She is an author or co-author on over 60 publications and presentations. In addition to her professional activities, Dr. Petrick has over 24 years of experience in technology planning, management, and product development in both academic and industrial settings.

WHO SHOULD ATTEND

Designed for managers and technical leaders that are *actively engaged in roadmapping activities*, this session will be particularly useful for organizations that want to increase coverage within the company as well as include partners and suppliers. To determine if you have the appropriate level of experience to participate, please review the questions below.

1. Has your organization developed roadmaps in at least one product or functional area?
 Yes No
2. Are your organizations' roadmaps effectively linked to some of your business activities?
 Yes No
3. Are roadmaps used to guide investment decisions?
 Yes No
4. Does your organization use roadmaps to do scenario planning?
 Yes No
5. Are you able to discuss current roadmapping barriers and problems in a seminar setting?
 Yes No

If you answered "Yes" to at least 3 questions, then this seminar is the right venue for you to gain further tools, insights and strategies to improve the effectiveness of your roadmapping activities.

PLEASE NOTE: Attendance is limited to 35 participants; maximum of three participants per company.

SESSION DELIVERABLES

By participating in this highly practical session, you will come away with:

- A roadmapping maturity model to assess your organization's current status
- Decision-making and resource allocation process maps
- Change management and enterprise integration approaches
- Tools and insights to link roadmapping with strategy development
- A strong network of like-minded industrial contacts to continue discussion into the future

— COURSE OUTLINE —

■ Monday, April 3, 2006

7:00-8:00am Registration / Continental Breakfast
8:00am Session Begins

Session I — Challenges to Roadmapping Adoption

Regardless of whether you deploy roadmapping from the top-down or the bottom-up, there are challenges (both organizational and personal) to adoption. This session provides an opportunity to brainstorm challenges, consider options, and learn about a technique to assess individual acceptance behaviors.

Exercises: *Introduction to adoption acceptance measures; practice with technique and discussion of applications*

Session II — Environmental Dynamics and Their Impact on Practice

Each organization occupies a unique space which influences its ability to chart its own destiny, operate independently, and respond to or control its environment. For this reason, each roadmapping activity should be tailored to the external and internal dynamics of the organization. This session explores how the roadmapping activity – form, function, and specific features – should fit its environment.

Exercises: *Mini case-analysis, small-group discussion of participant organizational dynamics and large-group facilitated discussion of ways to match organizational dynamics with roadmapping activities*

Session III — Using “Triggers” to Maintain Roadmaps

After a roadmap is developed the single biggest challenge is to maintain it. An out-of-date roadmap yields little benefit. But maintenance is often overwhelming and expensive. Here participants will be introduced to the concept of “triggers” – *environmental cues that signal a change in the assumptions underlying the roadmap’s construction.*

Exercises: *Mini-case analysis - individual participants explore triggers concept, small-group discussion of triggers and ways to track them, and individual development of a tracking system*

Session IV — Integrating Roadmapping into the Business Enterprise

Stand-alone roadmapping activities consistently fail to yield maximum enterprise value. To be effective, roadmaps must be linked to strategy development, resource allocation, IP strategy, collaboration and partnership development, and long-range organizational development.

Session IV — Continued...

Exercises:

- *Develop decision-making and resource allocation process maps*
- *Develop an extended enterprise integration process*
- *Group discussion on change management for roadmapping integration and effectiveness*
- *Exploration of visioning and its link to roadmapping and strategy development*

Session V — Maturing the Roadmapping Process for Maximum Effectiveness

A *roadmapping maturity model* will be presented that enables each participant to identify his or her own organization’s current status and to explore ways to increase the organization’s ability to achieve maximum benefit from roadmapping.

Exercises: *Mini-case analysis and a large-group exploration of ways to use adoption acceptance measures from Session I to develop a roll-out strategy for future roadmapping activities*

5:00pm End of Day One
5:00-6:30pm Networking Reception

■ Tuesday, April 4, 2006

7:00-8:00am Continental Breakfast
8:00am Session Begins

Session V — Continued...

Session VI — Roadmapping Practice Renewal

Organizational renewal is an ongoing way of life in today’s dynamic environment. Thus roadmapping maturity is important, but only effective if the models and activities match the evolving organization. In this final session, participants will consider ways that their organization might change in the future and determine possible changes to current roadmapping activities to realize maximum and ongoing benefits.

Exercises:

- *Group discussion of the linkages between organizational dynamics and roadmapping needs*
- *Individual re-evaluation of organizational dynamics from Session II in light of current roadmapping practices*
- *Small-group report-out and large-group discussion of possible strategies*

4:00pm Session Wrap-Up

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Four 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: Management Roundtable, 92 Crescent Street, Waltham MA 02453

Please accept the following registration(s): (please use photocopies for additional people - *maximum 3 people*)

Product & Technology Roadmapping – April 3-4, 2006 in Savannah, GA

Name: Mr/Ms _____

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Check enclosed, payable in US funds to Management Roundtable, Inc.

Please bill by Visa Mastercard AMEX Diner's Club

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Registration Information

Workshop Fee: \$2195/person. Fee includes program materials, luncheons, continental breakfasts, refreshment breaks and networking reception.

Dates/Schedule: The workshop will be held **April 3-4, 2006**. Registration/continental breakfast begins at 7am on Day One, session begins at 8am and ends at 5pm; on Day Two, the session begins at 8am and concludes at approximately 4pm.

Location & Hotel Accommodations: This workshop will be held at the **Hyatt Regency Savannah**, 2 West Bay Street, Savannah, GA 31401. For room reservations, please call **800.233.1234** or **912.238.1234** and mention that you will be attending "Management Roundtable's Roadmapping Workshop". A limited block of rooms is available (please reserve early) at our group rate of \$189/per night until March 2, 2006.

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 entire registration fee.

Cancellations: 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 five 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.

Workshop Attire: Business Casual.

About Management Roundtable

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Founded in 1980, Management Roundtable publishes research reports, newsletters, and leading practice guides and hosts a variety of specialized (both public and onsite) conferences, workshops, and audio-sessions. Its web-based service, Knowledge Roundtable, was launched in 2004 to provide continuous, unlimited access to competitive insights and benchmarking opportunities.

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