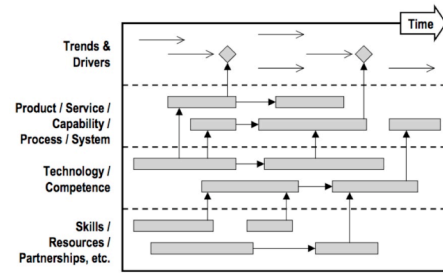


Visual Strategy Network

Background

There is continued and growing interest in visual techniques such as roadmapping to support strategy at company, industry and policy levels. Over the past decade in particular there has been a proliferation of methods as organisations have adapted the approach to suit their needs. However, there is currently no satisfactory mechanism in place to support this community of practice, to share experience and to develop more robust and coherent methods and underlying principles and theory.



Schematic Roadmap

Concept

The aim is to establish a sustainable community of interest in roadmapping and related visual techniques for supporting strategy, such as portfolio management, QFD and decision trees / options. Membership will be open, based on a willingness to share experience, bringing together interested parties from industry, academia and government.

The Integrated Products Manufacturing KTN¹ will provide an administrative infrastructure. A 'light touch' model is proposed, focused around two half-day meetings per year, supported by on-line tools to facilitate communication between members. The network will be self-funding, through the levy of a small participation fee to cover venue costs.

Delegates attending the inaugural meeting are asked to provide contribute a small poster (perhaps A4 or A3) describing their interest in roadmapping or related visual strategy techniques. These posters will be displayed on the day and will be used to stimulate discussion around the scope of the network.

Inaugural meeting

Date: Friday 12th December, 09:00-14:30

Host: PERA, Melton Mowbray (directions: www.pera.com/media/MMDirections.pdf)

Cost: £50 per person (Booking form is available from the URL below)

URL: <http://www.integratedproductsktn.org.uk/events.php>

Agenda

09:00	Registration	
09:45	Welcome	
10:00	Discussion: Suggested scope and plans for the VSN meetings (All)	
11:00	Coffee	
11:00	Presentation: Visual Roadmaps	Rob Phaal
11:30	Presentation: Open tools for roadmaps	Paul Palmer
12:00	Next Steps	
12:30	Buffet Lunch and Networking	
14:30	Venue Closes	

Contact

To reserve your place, please use the booking form now available on the website. Any queries or expressions of interest to participate in the VSN should be sent to either:

- Paul Palmer, Director, IPM KTN (P.J.Palmer@lboro.ac.uk)
- Rob Phaal, University of Cambridge (rp108@cam.ac.uk)

¹ www.integratedproductsktn.org.uk