

Sample In-House Agenda

Managing & Implementing Technology™

This two-day workshop teaches modern management and implementation techniques that can be used to gain full value from your organization's special technology assets.

Technology as a Strategic Asset

- How technology is similar to and different from other organizational assets and how technological advantages can best be employed for competitive advantage.

Inventorying Current and Potential Technology Assets

- Techniques for identifying and evaluating technologies under in-house development and external technologies that might be converted into strategic assets.

Minimizing Unpleasant Surprises

- The use of new surveillance techniques for early identification of non-obvious opportunities and threats.

Defining Promising Market Opportunities

- Identifying and evaluating emerging market opportunities.

Selecting from Numerous Opportunities

- Techniques for comparing the attractiveness of various products and services using multiple criteria.

The Power of the Cooperate/Compete Arrangement

- Characteristics of successful cooperate/compete arrangements.

How to "Pretest" Your Programs

- The use of Stakeholder Analysis to enhance the probability of success of new programs.

Use of Alternate Scenarios to Add Flexibility to Your Program

- How alternate scenario techniques can be used to minimize the probability of program failure.

Enhancing Technology Business Communications

- How communications between technical and business people within the organization can be promoted.

Effective Technology Transfer Techniques

- Proven techniques for encouraging and supporting the transfer of new technology.

Identifying Breakthrough Technologies

- Techniques for uncovering truly "breakthrough" technologies and evaluating their market potential.

Your Role in Technology Management and Implementation

- A structured exercise that will give you practical experience in application of the concepts and approaches presented during this workshop.

So Where Do We Go from Here?

- Suggestions for the practical application of concepts and techniques presented in the seminar.

This course may be tailored to your individual needs.



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