DIGITAL INNOVATION ROADMAPPING & STRATEGIC ALIGNMENT



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GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Digital Innovation Roadmapping & Strategic Alignment examines how organizations turn digital ambition into a sequenced, funded, and governed programme of initiatives. This Training Course covers capability assessment, roadmap design, prioritisation, and alignment governance. Participants study digital maturity models, the Business Model Canvas, Three Horizons, technology roadmapping, value stream mapping, and portfolio scoring methods. Furthermore, the programme connects strategy to delivery through roadmap labs, prioritisation workshops, and alignment review simulations. As a result, delegates leave able to build a digital roadmap that business leaders recognise as their own.

Digital Innovation Roadmapping & Strategic Alignment Course Objectives

- Define digital innovation and its link to business strategy.
- Assess digital maturity, capability, and readiness.
- Apply Three Horizons to balance core, adjacent, and new.
- Design technology and innovation roadmaps with clear horizons.
- Use value stream and customer journey analysis for targeting.
- Prioritise initiatives with weighted scoring and value cases.
- Align roadmap to budgets, resources, and operating model.
- Govern alignment through roadmaps, stage gates, and reviews.
- Manage dependencies, risk, and change across the portfolio.
- Measure roadmap progress and re-plan with evidence.

Course Methodology

- Interactive workshops using real digital strategy and roadmap files.

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- Digital maturity and capability assessment labs.
- Roadmap design and Three Horizons mapping exercises.
- Prioritisation and value case scoring workshops.
- Alignment governance and review simulation.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Digital and technology strategy leaders.
- CIOs, CDOs, and transformation directors.
- Enterprise architects and innovation managers.
- Business unit leaders sponsoring digital change.
- Product and platform owners.
- Programme and portfolio managers.
- Consultants advising on digital transformation.

Digital Innovation Roadmapping & Strategic Alignment Course Outlines

Day 1: Digital Innovation and Strategy Foundations

- Defining digital innovation and its business purpose.
- Digital maturity models and readiness assessment.
- Digital capability mapping and gap analysis.
- Business model and value proposition review.
- Customer journey and pain point analysis.
- Governance roles: sponsor, owner, and delivery.

- Building the digital innovation framework.

Day 2: Foresight, Technology, and Opportunity Scanning

- Technology radar and emerging technology scanning.
- PESTLE and digital disruption analysis.
- Competitive digital benchmarking.
- Use case and opportunity identification.
- Value stream and process automation mapping.
- Data and AI opportunity assessment.
- Opportunity backlog construction and tagging.

Day 3: Roadmap Design and Sequencing

- Roadmap types: technology, capability, and product.
- The Three Horizons model applied to digital portfolios.
- Wave planning, dependencies, and sequencing logic.
- Quick wins versus foundational investment.
- Platform and architecture roadmap alignment.
- Operating model and skills roadmap.
- Roadmap visualisation and communication.

Day 4: Prioritisation, Value, and Business Cases

- Weighted scoring and prioritisation matrices.
- Value case building: cost, benefit, and risk.
- Investment appraisal for digital initiatives.

- Portfolio balance and risk appetite alignment.
- Funding models and investment governance.
- Benefits definition and realisation planning.
- Approval papers and stakeholder persuasion.

Day 5: Alignment Governance, Delivery, and Re-planning

- Alignment governance forums and review cadence.
- Stage gate reviews and decision rights.
- Dependency and risk management across the roadmap.
- Adoption, change management, and capability building.
- Roadmap KPI frameworks and progress dashboards.
- Re-planning triggers and course correction.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Digital Innovation Roadmapping & Strategic Alignment, participants will have acquired a practical command of maturity assessment, roadmap design, prioritisation, and alignment governance. They will know how to assess digital readiness honestly, sequence initiatives across horizons, and build value cases that secure funding. In addition, the course prepares delegates to govern alignment through reviews and to re-plan when conditions change. As a result, they return to work ready to build a digital roadmap that the business actually follows. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Digital Innovation Roadmapping & Strategic Alignment course

Q1 What is the "Digital Innovation Roadmapping & Strategic Alignment" course about?

It is a five-day programme that explains how digital ambition becomes a sequenced, funded programme. It covers digital maturity assessment, technology and opportunity scanning, roadmap design with the Three Horizons model, prioritisation and value cases, alignment governance, and re-planning.

Q2 What are the key benefits of the "Digital Innovation Roadmapping & Strategic Alignment" course?

Participants gain the ability to assess digital readiness with evidence, sequence initiatives so quick wins fund later phases, and build value cases that survive finance scrutiny. They also learn to keep the roadmap aligned to strategy through governance and to adjust it when priorities or technology shift.

Q3 What skills will I gain from the "Digital Innovation Roadmapping & Strategic Alignment" course?

Digital maturity and capability assessment, technology and opportunity scanning with value stream analysis, roadmap design with Three Horizons and sequencing logic, and prioritisation with value case building and alignment governance.

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Q4 What tools, methods, or standards are covered in the "Digital Innovation Roadmapping & Strategic Alignment" course?

The course covers digital maturity models and readiness assessment, digital capability mapping and gap analysis, business model and value proposition review, customer journey analysis, technology radar and emerging technology scanning, PESTLE and digital disruption analysis, competitive digital benchmarking, use case and opportunity identification, value stream mapping and process automation analysis, data and AI opportunity assessment, opportunity backlog construction, technology, capability and product roadmap types, the Three Horizons model, wave planning and dependency sequencing, platform and architecture roadmap alignment, operating model and skills roadmap design, roadmap visualisation methods, weighted scoring and prioritisation matrices, value case building covering cost, benefit and risk, investment appraisal for digital initiatives, portfolio balance and risk appetite alignment, funding models and investment governance, benefits definition and realisation planning, approval paper development, alignment governance forum and review cadence design, stage gate reviews and decision rights, dependency and risk management, adoption, change management and capability building, roadmap KPI frameworks and progress dashboards, and re-planning trigger and course correction methods.

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Q5 How is the "Digital Innovation Roadmapping & Strategic Alignment" course applied in real-world practice?

Delegates apply it through maturity assessments, capability maps, opportunity backlogs, technology radars, customer journey maps, value stream analyses, roadmap documents, Three Horizons maps, wave plans, prioritisation matrices, value cases, funding proposals, governance terms of reference, stage gate frameworks, dependency registers, KPI dashboards, and re-planning papers. They also use it to brief executive sponsors and to steer digital portfolio reviews.