INNOVATION STRATEGY & EXECUTION ROADMAPS



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Introduction

Innovation Strategy & Execution Roadmaps examines how organizations choose where innovation should create value and then sequence the work to reach it. This Training Course covers innovation portfolio design, opportunity scanning, and roadmap execution. Participants study the Three Horizons model, the Innovation Ambition Matrix, design thinking, Stage-Gate and Agile-Stage-Gate, and innovation KPI frameworks. Furthermore, the programme connects ambition to delivery through portfolio labs, roadmap building, and stage-gate governance simulations. As a result, delegates leave able to build an innovation roadmap with clear horizons, funded stages, and measurable outcomes.

Innovation Strategy & Execution Roadmaps Course Objectives

- Define innovation strategy and its link to business strategy.
- Apply the Innovation Ambition Matrix to portfolio balance.
- Use the Three Horizons model for horizon planning.
- Scan technology, market, and customer opportunities systematically.
- Apply design thinking to problem framing and concept design.
- Design roadmaps with waves, stage gates, and owners.
- Build innovation business cases and funding models.
- Govern an innovation portfolio with stage-gate discipline.
- Set innovation KPIs and leading indicators.
- Manage change, adoption, and continuous improvement.

Course Methodology

- Interactive workshops using real innovation and roadmap files.

- Portfolio balancing and ambition matrix labs.
- Opportunity scanning and design thinking exercises.
- Roadmap design and stage-gate governance workshops.
- Business case and funding model development sessions.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Innovation and R&D managers.
- Strategy and corporate development professionals.
- Product and portfolio managers.
- Business unit and functional leaders.
- Technology and digital transformation leads.
- Programme and change managers.
- Consultants advising on innovation strategy.

Innovation Strategy & Execution Roadmaps Course Outlines

Day 1: Innovation Strategy Foundations

- Defining innovation, invention, and improvement.
- Incremental, adjacent, and disruptive innovation types.
- Innovation strategy alignment with business strategy.
- Innovation leadership and culture.
- Innovation governance and organisation models.
- Innovation maturity assessment basics.

- Building the innovation strategy framework.

Day 2: Opportunity Scanning and Portfolio Strategy

- Technology and market scanning methods.
- Customer insight and unmet need discovery.
- Trend, weak signal, and disruption monitoring.
- The Innovation Ambition Matrix (70-20-10 model).
- The Three Horizons model for horizon balance.
- Portfolio risk and return balance.
- Building the innovation portfolio dashboard.

Day 3: Concept Development and Roadmapping

- Design thinking stages and tools.
- Problem reframing and opportunity definition.
- Ideation, concept selection, and screening criteria.
- Roadmap design: waves, dependencies, and sequencing.
- Quick wins versus foundational investment.
- Capability, platform, and product roadmap alignment.
- Communicating the roadmap to stakeholders.

Day 4: Execution and Governance

- Stage-Gate and Agile-Stage-Gate processes.
- Portfolio governance and stage-gate review routines.
- Business case building and investment approval.
- Funding models for innovation portfolios.

- Prototyping, piloting, and scaling decisions.
- Innovation risk management and kill criteria.
- Cross-functional delivery and resource allocation.

Day 5: Performance, Scaling, and Improvement

- Innovation KPI frameworks and leading indicators.
- Innovation accounting and metrics selection.
- Measuring pipeline health and conversion rates.
- Scaling successful innovations into the business.
- Culture, incentives, and recognition for innovation.
- Portfolio review and roadmap replanning.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Innovation Strategy & Execution Roadmaps, participants will have acquired a practical command of innovation portfolio design, opportunity scanning, roadmap building, and stage-gate governance. They will know how to balance incremental, adjacent, and disruptive bets, sequence work across horizons, and govern innovation with clear kill and scale decisions. In addition, the course prepares delegates to measure pipeline health and scale successes into the core business. As a result, they return to work ready to lead innovation as a managed discipline. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Innovation Strategy & Execution Roadmaps course

Q1 What is the "Innovation Strategy & Execution Roadmaps" course about?

It is a five-day programme that explains how an innovation strategy is built and sequenced into a roadmap. It covers opportunity scanning, portfolio balancing, concept development, roadmap design, stage-gate governance, business case building, scaling, and innovation performance measurement.

Q2 What are the key benefits of the "Innovation Strategy & Execution Roadmaps" course?

Participants gain the ability to balance innovation bets across horizons, identify opportunities with evidence rather than intuition, and build a roadmap with clear waves and stage gates. They also learn to define kill and scale criteria so resources move to what works.

Q3 What skills will I gain from the "Innovation Strategy & Execution Roadmaps" course?

Innovation portfolio design with the Ambition Matrix and Three Horizons models, opportunity scanning with customer insight and trend analysis, roadmap design with wave planning and dependency sequencing, and stage-gate governance with innovation KPIs and scaling decisions.

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Q4 What tools, methods, or standards are covered in the "Innovation Strategy & Execution Roadmaps" course?

The course covers innovation definitions across incremental, adjacent and disruptive types, innovation strategy alignment with business strategy, innovation leadership and culture assessment, innovation governance and organisational models, innovation maturity assessment, technology and market scanning methods, customer insight and unmet need discovery, trend, weak signal and disruption monitoring, the Innovation Ambition Matrix and 70-20-10 model, the Three Horizons model, portfolio risk and return balancing, innovation portfolio dashboard design, design thinking stages and tools, problem reframing and opportunity definition, ideation and concept selection methods, screening criteria design, roadmap design with waves and dependency sequencing, capability, platform and product roadmap alignment, Stage-Gate and Agile-Stage-Gate processes, portfolio governance and stage-gate review routines, business case building and investment approval, innovation funding models, prototyping, piloting and scaling decision methods, innovation risk management and kill criteria, cross-functional delivery and resource allocation, innovation KPI frameworks and leading indicator design, innovation accounting methods, pipeline health and conversion rate measurement, scaling methods for successful innovations, and culture, incentive and recognition design for innovation.

Q5 How is the "Innovation Strategy & Execution Roadmaps" course applied in real-world practice?

Delegates apply it through innovation strategies, opportunity backlogs, ambition matrices, Three Horizons maps, portfolio dashboards, concept briefs, screening scorecards, roadmaps, stage-gate frameworks, business cases, funding proposals, pilot plans, scaling plans, innovation KPIs, pipeline reports, and portfolio review papers. They also use it to brief executive sponsors and to steer innovation portfolio reviews.

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