



Corporate Roadmap

A corporation's roadmap balances early, focused accomplishment with staged, risk evaluated advances. However, if key team members do not see both short term tactics and long term strategies, the roadmap becomes moot. Through design of a roadmap, a path ahead that optimizes success is discovered and owned by those who must then lead the corporation ahead.

Problem

A division provides new products, tools and services across our client's corporation. They are beset by many parallel objectives with disparate customers. While recognized as a high-performance team delivering strategic changes, the attention of team members is split. They report a lack of clarity, distracted by day to day tactics. All of their concurrent goals are "very important". They are not certain why they are a team and how they should support others during the roadmap.

Solution

GPD launched a roadmap design session, supported by TeamPort methods and tools. The key team leaders were challenged to connect each roadmap goal to overall corporate strategy, to consider trade-offs, and to weigh the consequences of concurrent dependencies. With clarified roadmap goals and high level view of dependencies, a total roadmap was designed across multiple scenarios. Team priorities across the portfolio of projects, team collaboration, coordination and meeting strategies, and overall phase-based themes were selected.

Results

The team converged on a feasible, visually clear, validated roadmap. Progress across the portfolio was forecast against cost, effort – and most importantly – against strategic metrics. Roadmap goals which contributed most to corporate strategy were optimized for success. Those goals tactically valuable but distracting to overall strategy were delayed or canceled. Through this collaborative, rapid design process, the team leaders converged on actions which maximize total portfolio success. This situational awareness improved performance and teaming from the outset. The roadmap became the communication instrument for teamwork and conveying their role to customers.