



Technology and Innovation Management Portfolio Management

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Goals of the lecture

To explore
basic
knowledge
and
capabilities
on TIM

To present
approaches,
tools,
methods and
concepts
useful for
TIM

TIM: integrated
Technology and
Innovation Management

Lecture Content

Theory

- Basic definitions
- Innovation management
- Technology management



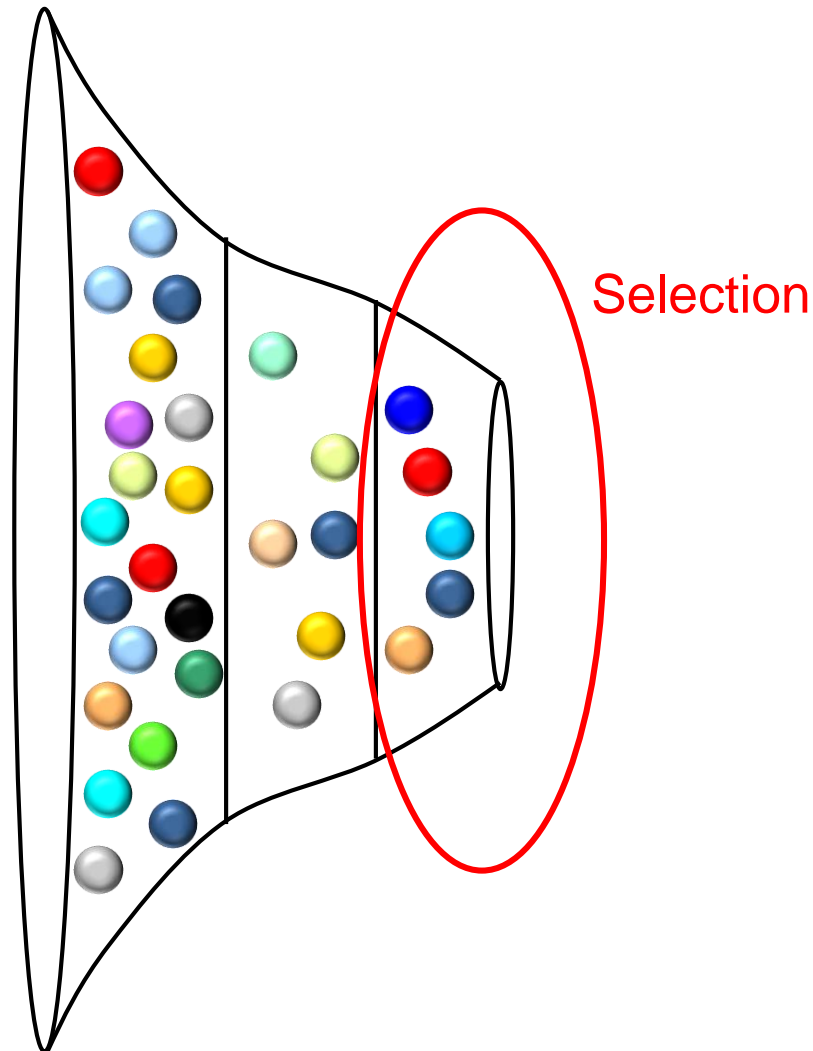
Hands-on activities

- Roadmapping
- Design thinking (value proposition)
- Portfolio management
- Business Model Innovation

Integrated technology and innovation management (TIM)

Objective of this presentation

- Present the basic principles of portfolio management



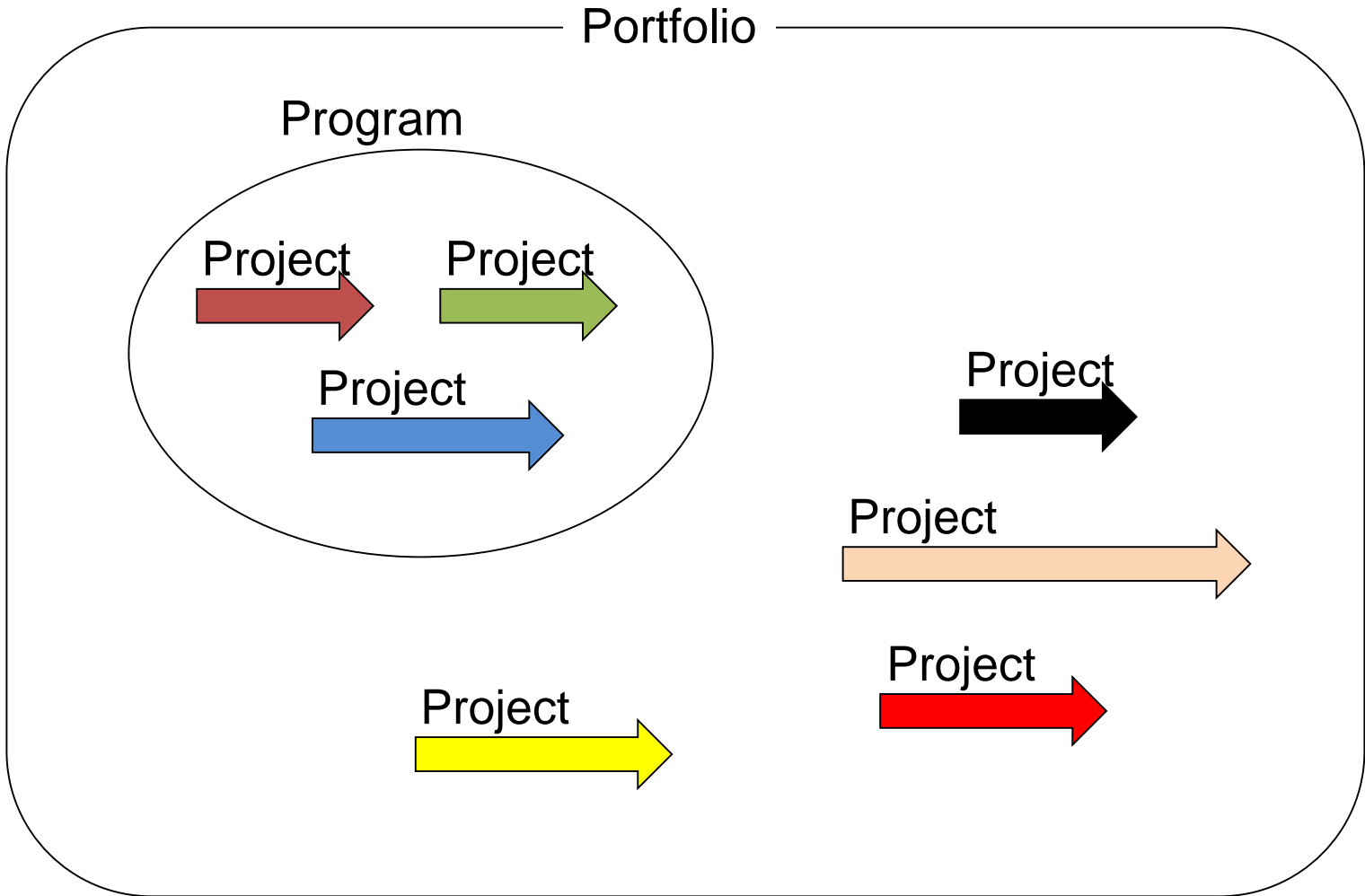


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What is a portfolio?



Definition of portfolio of projects and/or programs





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Portfolio planning

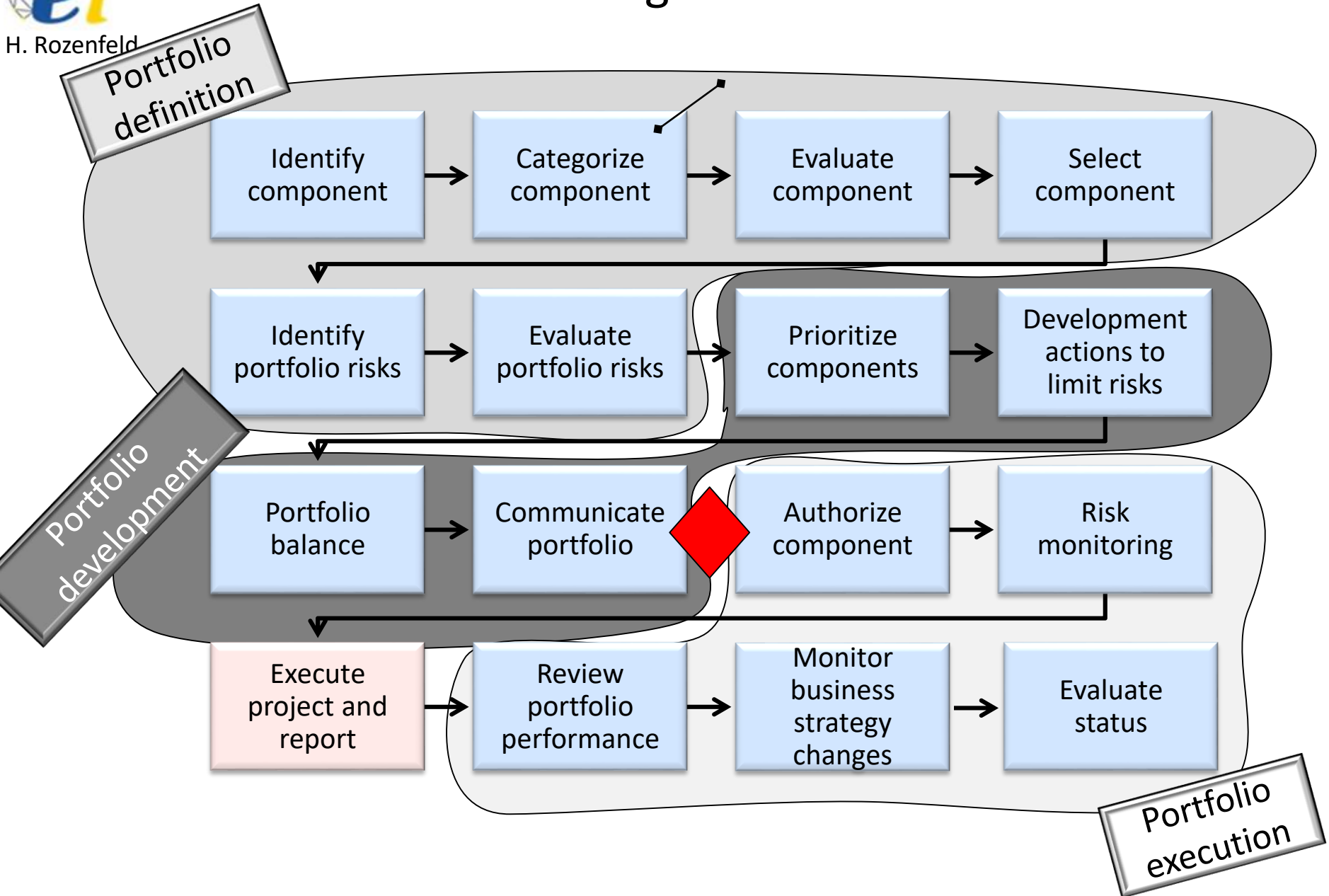


Generic activities of portfolio management

- Identify projects
- Prioritize projects (portfolio)
- Authorize project
- Planning project
- Control project
- Monitoring portfolio



Portfolio management





Goals of the portfolio management

- *Aligns* execution with strategy. Each selected project must play a role in carrying out the strategy of the organization. No more pet projects!
- *Maximizes* the value of the entire portfolio of projects to get the “most bang for the buck.” Taken together, the projects must have a high return on the organization’s investment. This may be in terms of dollars or other measures that are important to the organization.
- *Balances* the portfolio. Makes sure that it is not lopsided---for example, by being too risky or too focused on short-term results.