Strategic Technology and Operation RoadMapping (STORM) is a technology adoption as well as a product and business operation planning tool that is suitable for SMEs, MNCs or any organisation looking to create a roadmap to deal with fast-changing developments in their line of business.

Partly adopted from Cambridge University’s T-Plan, the programme is complemented by an array of corporate strategy planning tools that facilitate the development of a company’s mission, vision, operational excellence, product innovation, technology and market intelligence. The programme in STORM aims to create a talent pool that comes equipped with the knowledge, skills, and hands-on experience in designing and conducting strategic planning activities for corporate entities in Singapore. Currently, SIMTech offers the following modules: Review Processes for STORM and Implement STORM.

Why This Course
Upon completing the course, participants will be equipped with skills required to conduct group discussions and brainstorming sessions to achieve the following:

- Develop a strategic technology and operation roadmap for an organisation
- Facilitate an organisation’s management planning activities to deliver a customised set of requirement, such as addressing the specific needs of a company, an association, or a charitable organisation, among others
- Conducting individual or joint meetings of any nature to achieve goals efficiently and effectively using the right tools at the right time while maintaining respect and inclusiveness among the group
- Harvesting wisdom from the group and achieving consensus from the team to achieve specific outcomes

Who Should Attend
This program is suitable for professionals with the following relevant job scopes across industries:

- CEO/CTO/CFO/CIO of an organisation
- Operations Director/Manager, Manufacturing Director/Manager/Engineers
- Executive/supervisory levels of various company functions such as HR/finance/production/quality/engineering/purchasing/logistics/facilities
- Professionals in management consultancy/training services
- Executives in industry associations or government agencies
- Any individual who plans to pursue a career in the professional facilitation of organisational roadmapping

Note: This module is only available for participants who have previously completed Review Processes for Strategic Technology & Operation Roadmapping.
With hands-on experience gained from STORM workshops that tackle real case scenarios and after completing this module, participants can build their expertise through other roadmapping projects. Eventually, participants can work towards being certified by the International Facilitation Association (IAF) to become Certified Professional Facilitators™.

**When and Where**

Please visit our website at [KTO.SIMTech.a-star.edu.sg](http://KTO.SIMTech.a-star.edu.sg) for the updated course schedule.

Training Venue:
Singapore Institute of Manufacturing Technology
2 Fusionopolis Way, Innovis, Level 8, Singapore 138634

**What Will You Learn**

**Topic 1 | Practical Demonstration of Competencies to Conduct STORM**

- Confirm the objective, design the process, set the stage for the company’s roadmapping project
- Company strategy analysis, Porter’s Five Forces, current vision and mission statements
- Company performance dimensions
- External drivers
- Prioritisation of external drivers
- Internal drivers
- Prioritisation of internal drivers
- New products and services
- Prioritisation of new products and services
- Technology and resources
- Prioritisation of technology and resources
- Company roadmap charting

**Topic 2 | Group Sharing of Experiences and Learning Outcomes**

- Sharing of participant experience(s) of hands-on company roadmapping projects
- Discussion of observations, questions, critiques, and suggested improvements
- Summary of learning experience and recommendations for future improvements

**About the Course Leaders**

**Mr Jeffrey Pan** is a Senior Industry Development Manager at SIMTech with a BEng in Mechanical Engineering from the University of Aberdeen, Scotland. He is an IAF Certified Professional Facilitator™ as well as a Balanced Scorecard Professional™. Jeff has co-developed the STORM methodology and system and has designed and facilitated over a hundred industry roadmaps. He has been the Lead Facilitator for more than fifty agency/joint roadmaps and roundtables as well as the Operational Technology Roadmapping Lead Trainer for more than fifty people trained over five batches.

**Mr Irving Hu** is a Senior Industry Development Manager at SIMTech. With an MEng degree from NTU, his research focus lies in Operation Technology Roadmapping, which he has co-developed and, over the years, he has successfully conducted roadmapping exercises for more than 30 companies.

**Course Fee and Funding**

- The full course fee for this module is S$4,000 before course fee funding & GST.
- All Singaporeans and Permanent Residents aged 21 years and above can enjoy course fee funding of up to 50% of the course fee (capped at S$15/training hour).
- Singaporean or Permanent Resident employees fully sponsored by SMEs can enjoy course fee funding support of up to 90% of the course fee (capped at S$50/training hour) under the Enhanced Training Support for Small & Medium Enterprises (SMEs) scheme, subject to eligibility criteria.
- Singaporeans aged 40 years and above can enjoy course fee funding of up to 90% of the course fee (capped at S$50/training hour) under the SkillsFuture Mid-career Enhanced Subsidy.
- Singaporeans aged 35 years and above with earnings not more than S$2,000 per month can enjoy course funding for 95% of the course fee under the Workfare Training Support (WTS) scheme.
- Singaporeans aged 25 years old and above are eligible for SkillsFuture Credit which can be used to offset course fee.

For more information about the course fee funding, please visit [www.ssg.gov.sg](http://www.ssg.gov.sg)