

## Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

### Who is speaking?



**Eric Rojas**  
Senior Strategist



**John Harrison**  
Solutions Producer

PARSONS | TKO



# Technology Roadmapping 101

A story for success

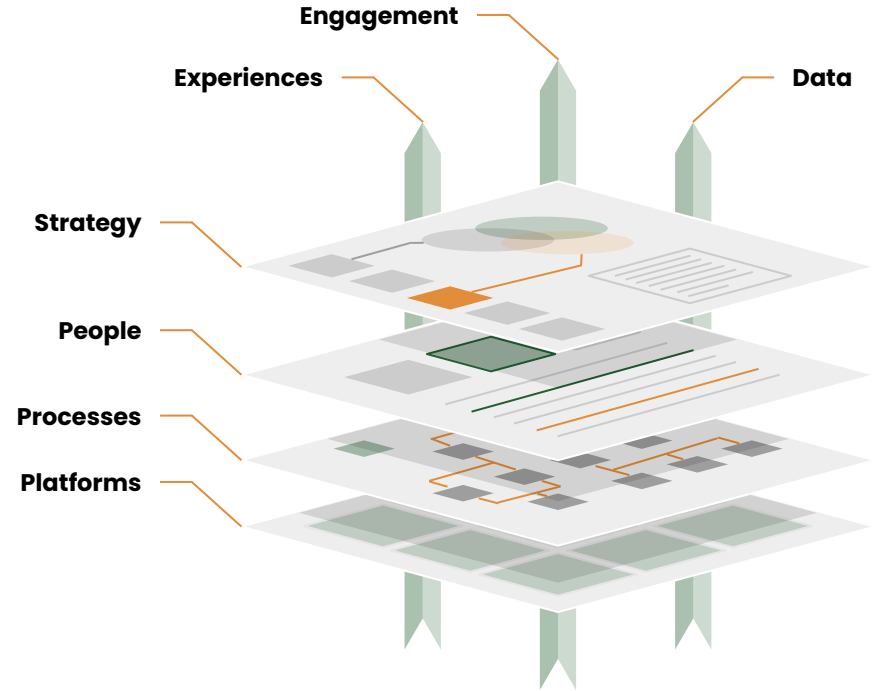
January 26, 2022

# The way we see possibilities

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*Engagement Architecture* ♦ noun

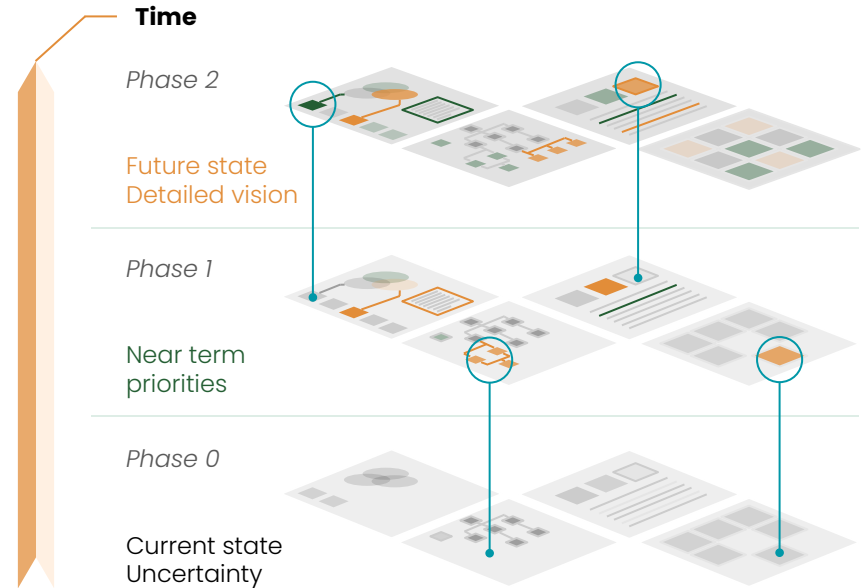
The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



# The way we see *future* possibilities

*Engagement Architecture* ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to **advance your mission.**

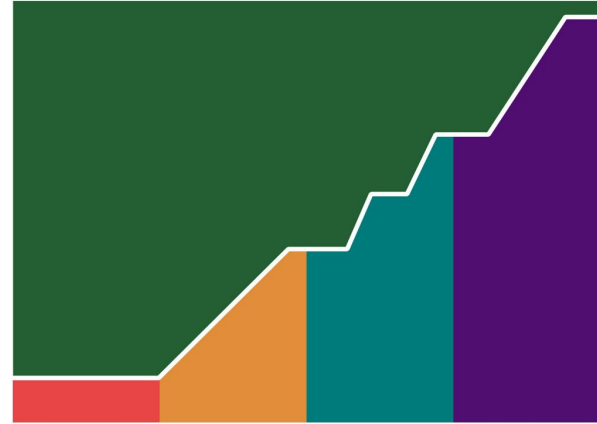


# Progress is not always upward

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**Building on past success is not steady.**

**Consolidate, and continue your advance.**



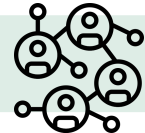
# Roadmaps provide accountability

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**Collaboration over silo building**

**Evolving your organization the way it *should* evolve**

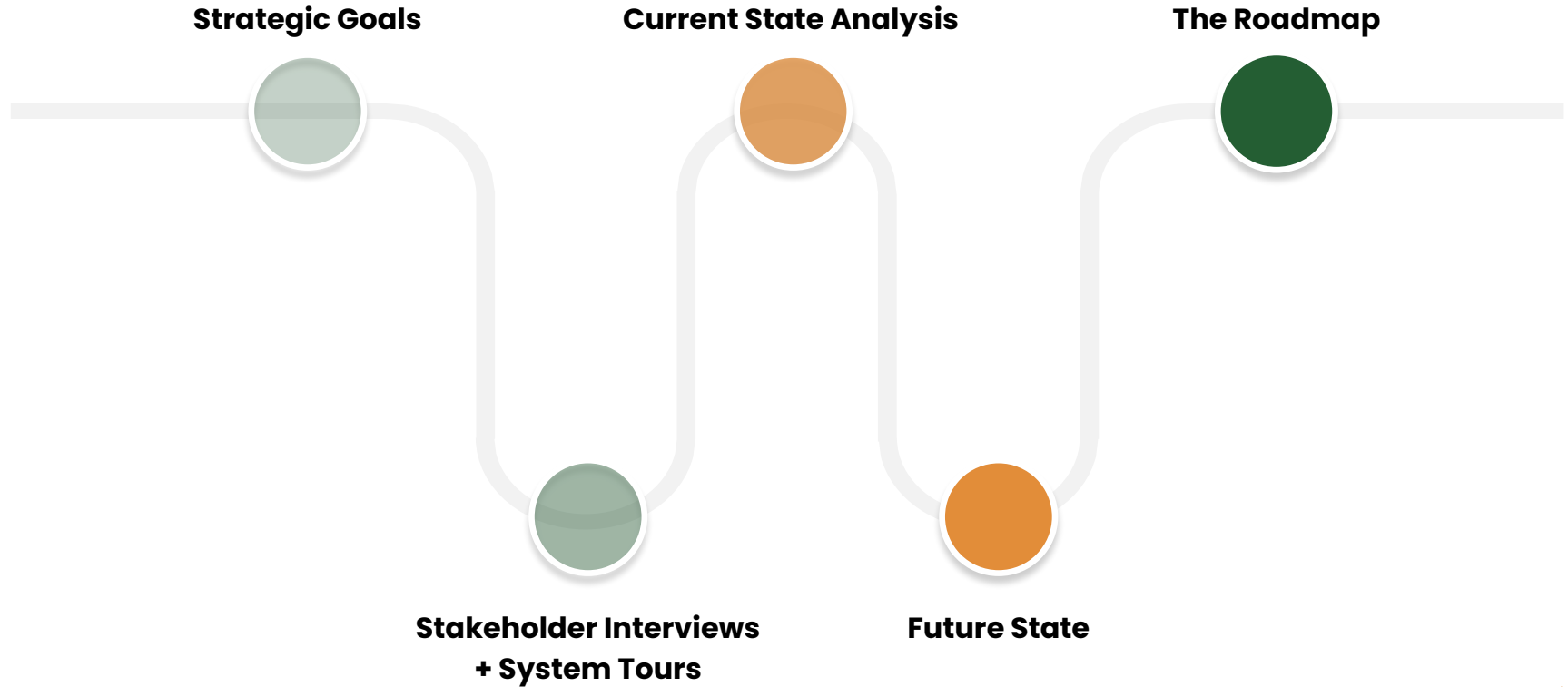
**A flexible plan to accommodate deviations along the way**



**A blend of improvements, strategic planning, and **change****

# Your path to a roadmap

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# Possibilities are everywhere

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**Envision your ideal future state.**

**This will be your destination.**





# Think multi-modal

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As apart of that journey,  
you'll need right way to  
get there.

You may need an outside  
perspective!



# Creating a compelling turning point

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You have a wealth of data, and you will need a story to **change hearts and minds**.



At ParsonsTKO, we help organizations with this through the **roadmap**.

<https://parsonstko.com/create-sustainable-change-through-roadmapping/>

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# Our roadmapping process

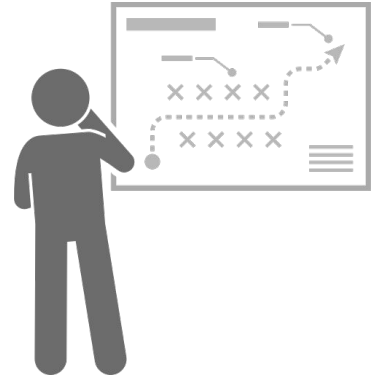
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# Empathy leads the way

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## Your colleagues' needs will guide you

- Who will be on the journey, and what drives them?
- Identifying allies and/or champions
- Capturing these needs

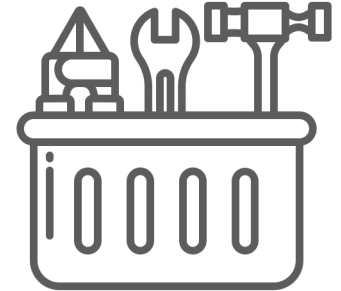


# Assessing your toolkit

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## What's in your software suite, and how is it used?

- There should be a defined support structure
- Lifecycle and renewal
- Ensure they are optimized to their potential



# Following your footprints

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## Examine the paths you and your staff take to complete work.

- What series of events lead to finished products?
- What can be streamlined, what can be automated?
- What new skills will need to be learned?
- What work will change?

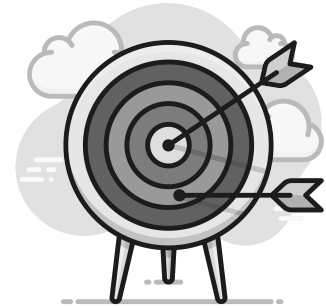


# Alignment with strategic goals

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## Ensuring your work stays on target

- Will strategies need to be adapted?
- Are new measurements needed?
- How will this impact current roles and staffing?
- How will this work help you meet or change your goals?

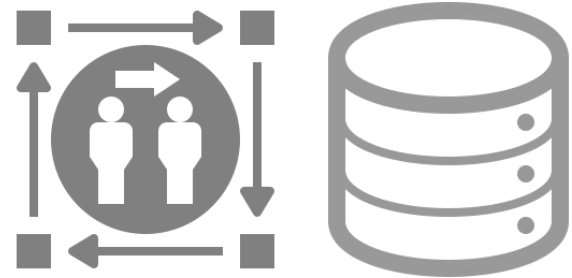


# Learning from interactions

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## Audience engagements and events – how do you track them?

- What products does your audience interact with?
- How do these products create larger impacts of their perception of you?
- How are you tracking them, and where is data stored?





# Writing your organization's story

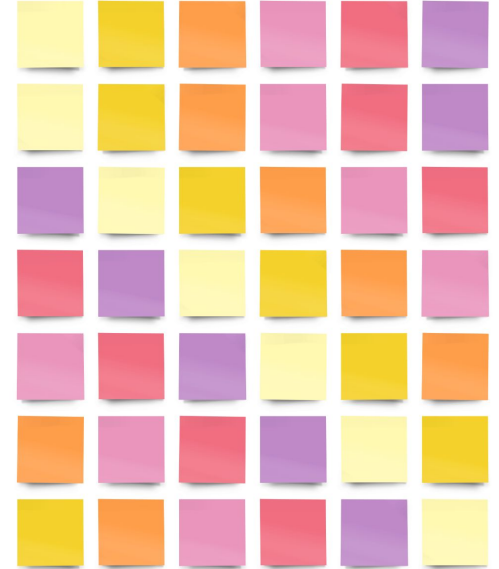
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**A tangible place to think through technology**

**Talk to people**

**Documentation**

**Discovering the edge cases to connect threads**



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# Common hurdles

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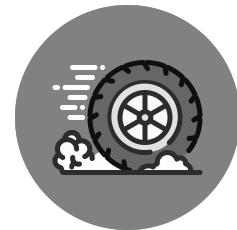
# Why don't organizations have roadmaps?

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## Potential internal and external barriers to change

Organizations face internal barriers to change due to:

- Entrenched structures
- Internal anxieties and friction
- Lack of inertia
- ...



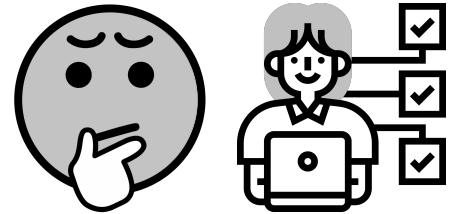
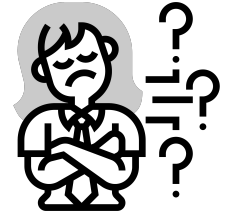
# Resistance to change

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“Tried and true” becomes “the way it’s done.”

- Generational change
- Silos within departments and staff
- Best practices change over time

Make stakeholders and staff feel heard to  
**create space for creativity and innovation** to flourish



# Budgeting

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## Gathering a coalition to improve outreach

- Enterprise software is *expensive*.
- Despite silos, organizations share platforms. Why not share costs?
- Share by usage or other metrics of ownership.
- Does your organization's budget structure help or constrain potential?



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**We're almost there!**

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# You can't change the past...

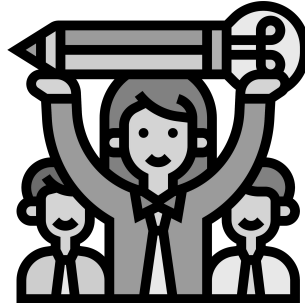
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# Creating *your* own roadmap

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**You get to start it, but we're here to help!**





# Any questions?

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**Would you like to continue the conversation?**

 [linkedin.com/in/efrojas](https://www.linkedin.com/in/efrojas)

 [linkedin.com/in/jkharrison](https://www.linkedin.com/in/jkharrison)

 [linkedin.com/company/parsonstko/](https://www.linkedin.com/company/parsonstko/)

**Want to dive in?**

[parsonstko.com/project](https://parsonstko.com/project)

**How did we do?**

Please let us know by filling out our [survey](#).