



Management And Leadership

Aligning R&D with Business Strategy

Course Introduction

This course focuses on bridging the gap between R&D activities and overall business objectives. It provides senior leaders with tools and strategies to ensure that R&D efforts directly contribute to the company's strategic goals and create tangible business value.

Target Audience

- R&D Managers and Directors
- Innovation Managers
- Product Development Managers
- Strategy and Planning Professionals
- Business Development Managers
- Engineering Managers
- Senior Executives overseeing R&D-business integration
- Organizational Development Specialists focused on innovation alignment

Learning Objectives

By the end of this training course, participants will be able to:

- Identify how to integrate R&D into corporate strategic planning
- Develop skills in aligning R&D capabilities with business objectives
- Learn effective resource allocation and budgeting for aligned R&D
- Master the creation and use of metrics that demonstrate R&D's business impact
- Gain insights into organizational structures that support R&D-business alignment

Course Outline

- **01 Day One**

Understanding the Business-R&D Interface

- The role of R&D in business strategy
- Mapping R&D capabilities to business objectives
- Stakeholder analysis in R&D alignment
- Case study: Successful R&D-business alignment examples

- **02 Day Two**

Strategic Planning for R&D

- Integrating R&D into corporate strategic planning
- Technology roadmapping and its alignment with business goals
- Scenario planning for R&D strategy
- Workshop: Developing an aligned R&D strategy

- **03 Day Three**

Resource Allocation and Budgeting

- Strategic resource allocation for R&D
- Balancing core, adjacent, and transformational R&D investments
- R&D budgeting aligned with business priorities
- Simulation: R&D resource allocation exercise

- **04 Day Four**

Metrics and Performance Management

- Developing aligned KPIs for R&D
- Measuring the business impact of R&D initiatives
- Creating a balanced scorecard for R&D
- Group exercise: Designing an R&D-business alignment scorecard

- **05 Day Five**

Organizational Structures and Processes for Alignment

- Organizational models for R&D-business alignment
- Stage-gate processes and their strategic alignment
- Managing the R&D-business interface
- Action planning: Implementing an R&D-business alignment strategy

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 11, 2025	May 15, 2025	5 days	4250.00 \$	KSA - Riyadh
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 3, 2025	Nov. 7, 2025	5 days	5950.00 \$	USA - Los Angeles