

## Training itinerary

Development of a Comprehensive Training Program for Strategic Advantage in Technological Watch and Competitive Intelligence



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## Development of a Comprehensive Training Program for Strategic Advantage in Technological Watch and Competitive Intelligence

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**TECH** **GROW**  
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## Introduction to TechGrow training itinerary

This report outlines the upcoming training initiative aimed at enhancing participants' proficiency in Technological Watch and Competitive Intelligence. The program comprises three distinct modules designed to equip learners with comprehensive knowledge, essential skills, and valuable competences essential for navigating today's rapidly evolving business landscape.

The overarching objective of these modules is to empower participants to leverage technological watch and competitive intelligence effectively within their respective organizations. By immersing learners in a structured learning journey, we aim to foster a culture of innovation, strategic decision-making, and competitive advantage.

- In Module 1, "Guide for the Implementation of a Technological Watch System," learners will gain foundational knowledge on establishing and maintaining an effective technological watch system. This module will cover critical aspects such as the importance of technological watch, processes involved, and the roles and responsibilities within the system.
- Module 2, "Main Tools for Technological Watch and Competitive Intelligence," focuses on exploring the essential tools and resources available for gathering, analysing, and interpreting valuable information. Learners will learn to leverage a variety of tools, including alert systems, databases, and specialized software, to enhance their organization's decision-making processes.
- Finally, Module 3, "Best Practices in Three Manufacturing Sectors: Footwear, Textile, Furniture," will delve into industry-specific best practices aligned with critical technological watch factors. Learners will gain insights into implementing these best practices tailored to the footwear, textile, and furniture manufacturing sectors, fostering competitiveness and innovation.

By the end of the training initiative, learners will possess the necessary knowledge, skills, and competences to drive innovation, competitiveness, and strategic growth within their organizations.

Following this introduction, each module will be presented in detail, including its objective, description of units, and learning outcomes, structured as knowledge, skills, and competences.

## Training module 1. Guide for the implementation of a technological watch system

### Objective:

This comprehensive module aims to equip learners with the essential knowledge, skills, and competences necessary for effectively implementing a technological watch system. Participants will gain a deep understanding of the concept, purpose, and importance of technological watch, along with practical insights into the processes involved.

By the end of the module, participants will be able to identify relevant sources of information, utilize appropriate tools and techniques for data analysis, and define roles within a technological watch team. Furthermore, they will develop the capability to compile insightful technological watch products and present findings in a clear and concise manner.

This training module empowers participants to play a key role in driving innovation and competitiveness within their organizations.

### Preliminary units/sub-units:

1. Introduction
2. Technological Watch Process
  - 2.1. Identification of information needs, sources of information, and means of access.
  - 2.2. Planning the execution of Technology Watch
  - 2.3. Search and Information processing
  - 2.4. Valorisation of the information
  - 2.5. Distribution and storage
  - 2.6. Results and decision making
3. Roles and responsibilities in a technological watch and competitive intelligence system
4. Technological Watch Product
5. Update of the Technological Watch System
6. Punctual Technological Watch Methodology
7. International Standards for Innovation Management
  - 7.1 The role of strategic intelligence in innovation management
  - 7.2 Different international standards on strategic intelligence

## Learning outcomes:

### Knowledge:

- Understand the concept, purpose, and importance of technological watch.
- Know the stages involved in the technological watch process.
- Familiarity with tools, techniques, and sources used in technological watch.
- Recognize the roles and responsibilities within a technological watch and competitive intelligence system.
- Understand the characteristics and formats of technological watch products.
- Familiarity with international standards for innovation management and their relation to strategic intelligence.

### Skills:

- Articulate the significance of technological watch to stakeholders.
- Identify and evaluate relevant sources of information for technological watch.
- Utilize technological watch tools effectively for gathering and analysing data.
- Define and assign roles within a technological watch team.
- Compile and analyse information to create comprehensive technological watch products.
- Present technological watch findings clearly and concisely.

### Competences:

- Communicate effectively to convey the importance of technological watch.
- Analytical thinking to identify potential areas for technological watch implementation.
- Attention to detail in gathering and evaluating information.
- Problem-solving skills to address challenges in the technological watch process.
- Collaboration skills to facilitate effective teamwork in technological watch activities.
- Leadership skills to coordinate and manage a technological watch team.
- Creativity in designing innovative ways to present technological watch insights.
- Adaptability to tailor technological watch products according to stakeholder needs.

## Learning time:

It is initially estimated to take approximately 5 hours of learning time, which corresponds to 25-40 pages. This estimation is based on our previous experience in developing learning resources, where 1 hour of learning (reading and comprehension) typically equates to 5-8 pages.

## Training module 2. Main tools for Technological Watch and Competitive Intelligence

### Objective:

This focused training module is designed to provide learners with comprehensive insights into the main tools used in technological watch and competitive intelligence. Through a structured curriculum, participants will explore various tools and resources essential for gathering, analysing, and interpreting valuable information in today's dynamic business landscape.

Learners will develop the necessary skills to leverage these tools effectively, enabling them to enhance their organization's strategic decision-making processes and stay ahead of the competition in today's rapidly evolving business environment.

### Preliminary units/sub-units:

1. Introduction
2. Alert Tools
3. Metasearch engines
4. Specialized Databases
5. Sectorial Magazines
6. Sectorial Associations and Research Organizations
7. Technological Watch Software

### Learning outcomes:

#### Knowledge:

- Understand the significance and scope of technological watch and competitive intelligence.
- Recognize the various tools available for technological watch and competitive intelligence, including alert tools, metasearch engines, specialized databases, sectorial magazines, sectorial associations, research organizations, and technological watch software.

#### Skills:

- Ability to utilize alert tools for proactive monitoring of industry changes and developments.
- Proficiency in efficiently gathering information from multiple sources using metasearch engines.

- Capability to access and navigate specialized databases to retrieve in-depth and tailored information.
- Skill in analysing insights and trends from sectorial magazines to inform strategic decision-making.
- Competence in leveraging sectorial associations and research organizations for industry-specific data and intelligence.
- Proficiency in using technological watch software to collect, analyse, and report data effectively.

## Competences:

- Strategic thinking to discern relevant information for organizational objectives.
- Analytical skills to interpret data and derive actionable insights.
- Adaptability to navigate and utilize various tools and resources based on the specific needs of the organization.
- Collaboration skills to work effectively with stakeholders in leveraging technological watch and competitive intelligence.
- Problem-solving abilities to address challenges in information gathering and analysis.
- Communication skills to articulate findings and recommendations to relevant stakeholders.
- Attention to detail in ensuring the accuracy and reliability of gathered intelligence.
- Leadership skills to drive the implementation of effective technological watch and competitive intelligence strategies within the organization.

## Learning time:

It is initially estimated to take approximately 5 hours of learning time, which corresponds to 25-40 pages. This estimation is based on our previous experience in developing learning resources, where 1 hour of learning (reading and comprehension) typically equates to 5-8 pages.

## Training module 3. Best practices

### Objective:

This training module focuses on examining best practices within the footwear, textile, and furniture manufacturing sectors, with a specific emphasis on their alignment with critical technological watch factors.

Learners will explore industry-specific strategies and approaches that leverage technological watch to enhance competitiveness and innovation. Through case studies, they will gain valuable insights into the implementation of best practices tailored to each sector's unique requirements.

### Preliminary units/sub-units:

1. Footwear best practices
2. Textile best practices
3. Furniture best practices

### Learning outcomes:

#### Knowledge:

- Understand the critical technological watch factors influencing the footwear, textile, and furniture manufacturing sectors.
- Familiarize with best practices relevant to each sector, encompassing areas such as design innovation, materials sourcing, production processes, and supply chain management.

#### Skills:

- Ability to identify and evaluate best practices within the footwear, textile, and furniture manufacturing sectors.
- Proficiency in analysing the impact of technological advancements on industry-specific processes and strategies.
- Capability to adapt and implement best practices to enhance competitiveness and innovation within their respective organizations.

#### Competences:

- Strategic thinking to align best practices with organizational objectives and market demands.
- Analytical skills to assess the feasibility and effectiveness of adopting specific practices within different manufacturing contexts.
- Adaptability to navigate and apply diverse best practices across various sectors and operational areas.
- Collaboration skills to foster partnerships and knowledge exchange within and beyond the organization.

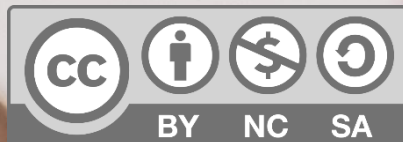
- Problem-solving abilities to address challenges and capitalize on opportunities identified through technological watch factors.
- Communication skills to communicate the benefits and implications of adopting best practices to stakeholders at all levels.
- Leadership skills to drive the implementation of best practices and foster a culture of continuous improvement and innovation within the organization.

## **Learning time:**

It is initially estimated to take approximately 3 hours of learning time, which corresponds to 15-24 pages. This estimation is based on our previous experience in developing learning resources, where 1 hour of learning (reading and comprehension) typically equates to 5-8 pages.

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