

## **FILLING A VOID IN TECHNOLOGICAL KNOWLEDGE**

### **1. The continuously expanding technological universe is the most dominating and dynamic macro force impacting on every business.**

- Every day there is a global outburst of new technologies: New materials (M), new forms of energy (E), and new ways of handling information (I)
- One half of economic growth is directly attributable to new technologies
- But technological advances also cause unwanted outcomes: too many innovations fail; billions of dollars are wasted each year on poor technological investments; technology causes pollution that destroys the very life-giving forces of nature
- Why is this so?

### **2. According to mainstream technological literature, there is an anomaly in technological knowledge**

- Specific knowledge of individual specialties is brilliant; integrative knowledge of how they fit together is virtually non-existent
- Formal studies of the expanding technological universe are not pursued in the fields of engineering, corporate management or S&T policy
- There is a sensitive void in technological knowledge
- This void impedes clear management and policy initiatives

### **3. The creators of Strategic Technology Analysis (STA) recognized this void in the seventies and developed the concepts and constructs to fill it**

- STA provides the rudiments of a formal body of integrative technological knowledge
- It views technology as a phenomenon in its own right
- It focuses on the inherent characteristics of technology
- It is based on a natural order covering all technologies

### **4. STA provides the basis for academic courses, executive education seminars and a highly innovative research program**

- It has laid the groundwork for integrative technological knowledge
- Much remains to be done to include integrative knowledge in mainstream technological literature

### **5. STA confers on participants an innate sense of technological destiny, it helps them to more effectively grasp, guide and communicate technology**

- It makes possible managerial actions that were not possible before, like technological positioning – aligning corporate strategy with opportunities along the technological frontier

**Rias J van Wyk, Director: Technoscan® Centre, P.O. Box 390516, Edina, MN 55439**

**E-mail: [host@technoscan.com](mailto:host@technoscan.com). Web: [www.technoscan.com](http://www.technoscan.com).**

**Telephone: 952 885 1979**

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