



# TECHNOLOGY GUIDANCE

*Profit from precision: Clear thoughts, clear words, clear actions*

A 40 minute presentation

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## OUTLINE

Most professionals know that current technological terminology is imprecise. Even the word “technology” means different things to different people. Main-stream technological literature does not include a core theory. Few professionals know how to base innovation on the mobilization and deployment of game-changing technologies.

Professionals need a core theory to:

- Understand the true meaning of the word “technology”
- Know the nine fundamental categories of technology
- Measure the physical performance of individual technologies
- Anticipate improvements in technological performance
- Grow personal technology foresight

This presentation covers the elements of a core theory. It describes how such a theory can sharpen technology guidance.

The presentation can be used as a keynote address to a science and technology (S&T) policy gathering, or as an in-house briefing to a technology attentive company.

## BIOGRAPHY



Dr Rias van Wyk is the Director of Technoscan® Centre, Minneapolis and Professor Extraordinaire, Stellenbosch University, South Africa. The Centre offers executive education for technology guidance. Rias was the former Director of the MS degree program in the Management of Technology, University of Minnesota. He is on the Approved Speakers List of the CFA Institute, a global association of investment professionals. He has qualifications from three universities including a Master's from Harvard focusing on science, technology and public policy. He is the author of the book *Technology: A Unifying Code*, and the Editor of *Technoscan® Newsbriefs*. He is the recipient of a Distinguished Achievement Award from the International Association for Management of Technology (IAMOT). He served as the first President of the Management of Technology Accreditation Board (MOTAB).

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