

# 3 STEPS TO BECOMING A BETTER TECHNOLOGY SCOUT

Technology scouting is an art and a science. Here are some tips to help you become a technology scout. You can read the full article [here](#).

---

## 1

### **CLEAR UP AMBIGUITY WITH THE CUSTOMER, AT THE VERY START.**

- Map out your customer's understanding of the technology area.
  - Look for small references that may be at the edge of the overall problem description.
  - Make the 'impossible' less 'impossible'.
- 

## 2

### **HONE DOWN THE TECHNOLOGIES FOUND.**

- Bucket technologies into categories.
  - Weed out the best categories.
  - Order the technologies in each category.
  - Pay attention to the results.
  - Build a vocabulary list and knowledge base.
- 

## 3

### **EVALUATE TECHNOLOGIES USING A WELL-DEFINED MEASUREMENT SCALE.**

- Have clear expectations with the client, on what is important to them.
  - Objectively compare technologies, against the criteria and conditions of that scale.
  - Rank order the technologies that you have found, so the client can give their most attention to the highest ranking technologies
-