



Benchmark your organisations Innovation Capability

Complete this two minute survey and benchmark your innovation capability by scoring below:

- Strongly agree score 5
- Agree score 4
- Neither agree nor disagree score 3
- Disagree score 2
- Strongly disagree score 1

Corporate Culture - Innovation

- | | Score |
|--------------------------------------------------------------------------------------------|---------------|
| • The importance of innovation is promoted all the way down from the <u>very top</u> | 1 -2 -3 -4 -5 |
| • All staff are encouraged to suggest ways to improve our products, processes and services | 1 -2 -3 -4 -5 |
| • Constructive feedback is given on all staff suggestions | 1 -2 -3 -4 -5 |
| • Our organisation recognises and rewards good suggestions and successful innovators | 1 -2 -3 -4 -5 |

Sub Total -----

Opportunity Scanning

- | | Score |
|------------------------------------------------------------------------------------|---------------|
| • We have a formal and systematic process to scan for opportunities | 1 -2 -3 -4 -5 |
| • We seek ideas from many external sources - customers, markets, suppliers, others | 1 -2 -3 -4 -5 |
| • Many of our staff find opportunities (internal & external) | 1 -2 -3 -4 -5 |
| • We seek ideas through many channels, traditional networking and social media | 1 -2 -3 -4 -5 |

Sub Total -----

Systematic Innovation

- | | Score |
|-------------------------------------------------------------------------------------|---------------|
| • Our organisation uses a range of formal creativity and innovation tools | 1 -2 -3 -4 -5 |
| • We apply screening/assessment along idea to market/application processes | 1 -2 -3 -4 -5 |
| • Our processes for assessing, testing and then applying the best ideas work well | 1 -2 -3 -4 -5 |
| • There is effective co-ordination of innovation activities across the organisation | 1 -2 -3 -4 -5 |
| • We run formal internal innovation sessions for staff | 1 -2 -3 -4 -5 |

Sub Total -----

Strategy and resources

- | | Score |
|----------------------------------------------------------------------------------------|---------------|
| • The contribution of innovation to our performance/growth is detailed in our strategy | 1 -2 -3 -4 -5 |
| • Our broad strategies are guiding our new product and idea selection decisions | 1 -2 -3 -4 -5 |
| • There are sufficient budget allocations to support innovation | 1 -2 -3 -4 -5 |
| • Managers know which types of innovation we prefer to explore | 1 -2 -3 -4 -5 |

Sub Total -----

Tally the Sub-Totals to get your TOTAL _____

Your Innovation benchmarks

Corporate Culture

Score 16 and above
Score 13 to 15
Score 10 to 12
Score below 10

You have an inspiring innovation culture
You have a strong innovation culture
Your culture does not do enough to support innovation
Your culture does not encourage innovation

Opportunity Scanning

Score 16 and above
Score 13 to 15
Score 10 to 12
Score below 10

You have excellent opportunity scanning/capture
You have sound opportunity scanning capabilities
It would be worthwhile exploring the opportunity landscape
Opportunity scanning and capture seems to be non-existent

Systematic Innovation

Score 16 and above
Score 13 to 15
Score 10 to 12
Score below 10

You definitely have the right approach to innovation
You are on the path to successful innovation
Perhaps your systems need rethinking?
Innovation resources are being wasted.

Strategy and resources

Score 16 and above
Score 13 to 15
Score 10 to 12
Score below 10

You have effective strategy based innovation
You are on the way to strategy based innovation
There are few links between your strategy and innovation effort
Innovation activities are not linked with strategy. Risks are higher.

Summary of entire Survey - maximum possible score is 85

Score above 65
Score 50 to 65
Score 40 to 50
Score 25 to 40
Score less than 25

Your organisation excels at innovation management
Your organisation is a highly capable innovator
Your organisation has some strengths but there is room for improvement
Your organisation has much work to do to strengthen innovation
Your organisation seems to have completely ignored innovation as a business building strategy.

***** ENDS *****